Volume 2

A STUDY OF ATTITUDES TOWARD CIGARETTE SMOKING AND DIFFERENT TYPES OF CIGARETTES

JANUARY 1959

ELMO ROPER AND ASSOCIATES

1001754030

Source: https://www.industrydocuments.ucsf.edu/docs/fmnk0000

14

Copy #10 May 1956
Vol. 1 April 1957
Vol. 2 August 1957
Copy # 11 Nov. 1957
Copy # 11 Feb. 1958

10017540031

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January 31 1961

From the desk of:-

JAMES W. GEIGER

Subject: Elmo Roper Presentation of September 21, 1960

I suppose we should say, "My that sounds like a fine new approach!" But we can't. I can't because I have been talking and writing on the subject of market segmentation ever since I came to Philip Morris.

One comment, however, is that this report, as the previous one of January 1959 indicates lack of a clear-cut objective, and, hence, a logical solution. Roper is trying to tell a story, but he isn't quite sure of it!

1001754032

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From the desk of:-

JAMES W. GEIGER

To:-

Be that as it may be, my opinion is that the story is generally right!

JWG

10017540 33

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19

From the desk of: 11/15/60

CARVILLE V. MACE, JR.

To: Comment on Elmo Roper Report -

I think the idea of designing a cigarette and its advertising to appeal to specific smoker groups even though in a minority, is attractive - although I wouldn't think it is new.

On the other hand, I think the facts presented to support the idea are weak - distorted and for the "birds" - we should be able to do better starting with the same hypothesis.

However, assuming we accept the hypothesis - the biggest question is: what distinctive characteristics should we provide the cigarettes with? Let's make a list of those possible now - probable in the future + talk over with the marketing people - CVM

1001754034

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Two things seem significant from this Report:

1- the idea of appealing to "minority groups". This certainly is a well established "part of life" in a great number of sales areas. I am somewhat surprised that these people seem to think it a new approach - agree - EUM

2. Most of the answers to the questions can be traced directly to the advertising that characterises the cigarettes in question. It would almost appear that a new descriptive term is needed not a new cigarette. agree. EUM

Joe Holmes

1001754035

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From the desk of:- _____ 19 _____

L. S. HARROW

To:

Ppg 2 - Doesn't the fact that
lies brand switching is taking
place imply a present difficulty
in the introduction of a new
brand? This works against
the overall recommendation of
Reps on the cover page.

Ppg 4 - "This study .... suggest
that uniqueness, differentness
and distinctiveness are common
denominators of the successful
brands. -- -- Camels
... considered most flavorful
and the strongest cig with available.
Pall Mall - greater length ..."

P.M has a higher TPM def than Camel
while Pall Mall (claimed to be unique)
has one of the highest deliveries. It is,
of course, possible that TPM is not a measure

1001754036

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From the desk of:- _____ 19 _____

L. S. HARROW

To: of flavor strength, but this is not consistent with all of our experience here.

I think Roper's statement is meaningless.

— I dont see how any of Roper's conclusions are generated from his test results!

Possibly the only conclusion that could be tested in all of this is that advertising material which appeals a cigarette and, at the same time, flatters the non-conformity of the smoker will sell cigarettes. But this takes us back to the old "snob appeal" themes on a "beatnik" level.

1001754037

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From the desk of:- 19

L. S. HARROW

To:

The brand properties ascribed to Camel, Winston, Pall Mall, Kent, Salem, Kool are not consistent with the known chemical + physical properties of these cigarettes, but are consistent with the advertising claims for them. The distinct differences could be of a qualitative nature (types of flavors, blends, etc) - However we have only subjective data for this at present

For instance - Camel's distinct peach or apricot peach aroma.

1001754038

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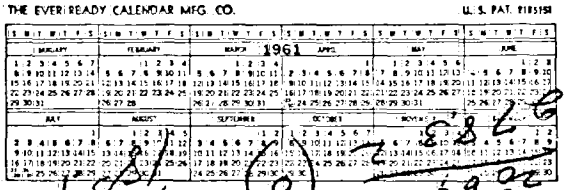
10017754039

THE EVER-READY CALENDAR MFG. CO. U. S. PAT. 1151151

1961



THIS MONTH

MAY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SATURDAY AND SUNDAY

20-21

MAY

NEXT MONTH

JUNE

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

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A STUDY OF ATTITUDES
TOWARD CIGARETTE SMOKING
AND DIFFERENT TYPES OF CIGARETTES

VOLUME II

Prepared for

PHILIP MORRIS, INC.

January 1959

Copy No. 23

1001754041

ELMO ROPER AND ASSOCIATES

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Job No. 995 November, 1958 Number ..... County ..... Place ..... **A**

1. We are doing a study on how people feel about things like coffee, tobacco, candy, and so on. For example, do you smoke cigarettes? As much as a pack a week?

Smoke cigarettes	11–1	(Skip to 3)
Don't smoke	2	(Ask 2)
Don't know	3	(Ask 2)

2a. Did you used to smoke cigarettes?

Yes	4	(Ask b)
No	5	(Skip to 21)
Don't know	6	(Skip to 21)

b. How long ago did you stop smoking cigarettes?

Less than 6 months	7
6 months—less than 1 year	8
1 year—less than 2 years	9
2 years—less than 3 years	0
3 years or more	X
Don't know	Y

c. What brand of cigarettes were you smoking then?

Camel (Reg.)	12–1
Chesterfield (Reg.)	2
(King)	3
Hit Parade (King Fil.)	4
Kent (King Fil.)	5
Kool (Reg. M)	6
(Fil. M)	7
L & M (King Fil.)	8
Lucky Strike (Reg.)	9
Marlboro (King Fil.)	0
Old Gold (Reg.)	13–1
(King)	2
(Fil.)	3
Pall Mall (King)	4
Parliament (Reg. Fil.)	5
(King Fil.)	6
Philip Morris (Reg.)	7
(King)	8
Raleigh (King)	9
(Fil.)	0
Salem (Fil. M)	X
Spud (Fil. M)	Y
Tareyton (King)	14–1
(King Fil.)	2
Viceroy (King Fil.)	3
Winston (King Fil.)	4
Other Regular	5
Other King	6
Other Filter	7
No regular brand	8
Don't know	9

2d. Why did you stop smoking cigarettes?

	15–	(Skip to 21)
	16–	(Skip to 21)
Don't know	16–Y	(Skip to 21)

3. Here is a card with a list of different things on it. Would you go down the list and tell me which things you never have or don't have very often? (HAND RESPONDENT CARD)

Coffee	12–1
Highballs or mixed drinks	2
Chewing gum	3
Coke or other soft drinks	4
Beer or ale	5
Wine	6
Candy	7
Cigarettes	8
Don't know	9

1001754042

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4. Here are some situations in which you might particularly want some of the things on the list.

	Coffee	Gum	High-ball or mixed drink	Coke or soft drink	Beer or ale	Wine	Candy	Ciga-rettes	None or don't know
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want?	13–1	2	3	4	5	6	7	8	9
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want?	14–1	2	3	4	5	6	7	8	9
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any one of the things on the list, which would you want?	15–1	2	3	4	5	6	7	8	9
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	16–1	2	3	4	5	6	7	8	9

5. What is it you like about (each thing used in 3)? What good effects does it have on you? Anything else?

Coffee

17–

18–

Don't know 18–Y

Highball or mixed drink

19–

20–

Don't know 20–Y

Coke or other soft drink

21–

22–

Don't know 22–Y

5. (cont.)

Beer or ale

23–

24–

Don't know 24–Y

Cigarettes

25–

26–

Don't know 26–Y

6. If I were to say just "The City of Boston" to you, several things might come to mind. For example, you might think of the Boston Tea Party, Harvard University, baked beans, or a number of other things. On the other hand the word "Butter" might bring to your mind the words "eggs," or "margarine," or "buttercups," or "fat," or "yellow," or something else. Now, what comes to your mind when I say cigarettes?

27–

28–

Don't know 28–Y

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80-1,3

7a. Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head. "The best cigarette of the day is the one I have when _____"

29–

30–

Nothing or don't know ____ 30–Y

b. Here's the next one: "I am inclined to smoke more when I'm _____"

31–

32–

Nothing or don't know ____ 32–Y

c. "The trouble with cigarettes is that they _____"

33–

34–

Nothing or don't know ____ 34–Y

d. "Every once in a while a cigarette tastes unusually good. With me it's when _____"

35–

36–

Nothing or don't know ____ 36–Y

e. "The advertising for cigarettes is _____"

37–

38–

Nothing or don't know ____ 38–Y

f. "I would smoke more if they _____"

39–

40–

Nothing or don't know ____ 40–Y

8. How many cigarettes do you usually smoke a day?

6 or less	41–1
7-15 (½ pack)	2
16-25 (pack)	3
26-35 (1½ packs)	4
36-45 (2 packs)	5
46-55 (2½ packs)	6
56 or more	7
Don't know	8

9. Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago?

More	9
Less	0
Same	X
Don't know	Y

ASK FIRST ABOUT COFFEE ____ 42–X
ASK FIRST ABOUT CHEWING GUM ____ –Y

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee) (piece of chewing gum)? (HAND RESPONDENT CARD) Any others?

	a. Coffee	b. Cigarettes	c. Chewing gum
Distinctive	42–1	44–1	46–1
Clean	2	2	2
Mild	3	3	3
Gives you a lift	4	4	4
Mellow	5	5	5
Rich flavor	6	6	6
Cool	7	7	7
Has a good aroma	8	8	8
Gentle	9	9	9
Satisfying	43–1	45–1	47–1
No impurities	2	2	2
Sweet	3	3	3
Relaxing	4	4	4
Freshly made	5	5	5
Don't ever use (vol.)	6	6	6
Other or don't know	7	7	7

b. How about a really good cigarette? (RECORD ABOVE) Any others?

c. How about (chewing gum) (a cup of coffee)? (RECORD ABOVE) Any others?

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11a. Forgetting about length, price, health and everything else except taste, which brand of cigarettes do you think has the best taste?

	a. Best taste	b. Worst taste	c. Best filter taste	d. Worst filter taste
Camel	* 48–1	* 51–1	54–1	57–1
Chesterfield	* 2	* 2	2	2
Hit Parade (Filter)	3	3	3	3
Kent (Filter)	4	4	4	4
Kool (Non-filter)	* 5	* 5	5	5
(Filter)	6	6	6	6
L & M (Filter)	7	7	7	7
Lucky Strike	* 8	* 8	8	8
Marlboro (Filter)	9	9	9	9
Old Gold (Non-filter)	* 0	* 0	0	0
(Filter)	X	X	X	X
Pall Mall	* Y	* Y	Y	Y
Parliament (Filter)	49–1	52–1	55–1	58–1
Philip Morris	* 2	* 2	2	2
Raleigh (Non-filter)	* 3	* 3	3	3
(Filter)	4	4	4	4
Salem (Filter)	5	5	5	5
Spud (Filter)	6	6	6	6
Tareyton (Non-filter)	* 7	* 7	7	7
(Filter)	8	8	8	8
Viceroy (Filter)	9	9	9	9
Winston (Filter)	0	0	0	0
Other non-filter	* 50–1	* 53–1	56–1	59–1
Other filter	2	2	2	2
All menthol (vol.)	* 3	* 3	3	3
All filters (vol.)	4	4	4	4
All non-filters (vol.)	* 5	* 5	5	5
Don't know	6	6	6	6

b. Which brand of cigarettes do you think has the worst taste? **(RECORD ABOVE)**

c. **(ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN a)** Which brand of filter cigarettes do you think has the best taste? **(RECORD ABOVE)**

d. **(ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN b)** Which brand of filter tips has the worst taste? **(RECORD ABOVE)**

12a. Which brand of filter tips do you think has the most effective filter?

	a. Most effective	b. Least effective
Hit Parade	60–1	62–1
Kent	2	2
Kool	3	3
L & M	4	4
Marlboro	5	5
Old Gold	6	6
Parliament	7	7
Raleigh	8	8
Salem	9	9
Spud	61–1	63–1
Tareyton	2	2
Viceroy	3	3
Winston	4	4
Other	5	5
Don't know	6	6

b. Which brand of filter tips do you think has the least effective filter? **(RECORD ABOVE)**

13a. Which do you feel is the most important factor in reducing the amount of tar and nicotine you get from filter cigarettes—the tobacco used in the cigarette or the filter?

	a. Tar and nicotine	b. Taste
Tobacco	64–1	5
Filter	2	6
Both equal (vol.)	3	7
Don't know	4	8

b. How about as far as the taste of the filter cigarette goes—which is more important, the tobacco or the filter? **(RECORD ABOVE)**

14. As you probably know, there are a number of different substances in cigarette smoke; as you understand it, what do filters do—cut down on everything in the smoke, or do they cut down on certain particular things in the smoke and let the other things come through the filter?

Equally on everything	65–1
Cut down on particular things	2
Depends on the filter (vol.)	3
Don't know	4

1001254050

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

15a. Here is a card with a description of six different types of filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? (HAND RESPONDENT CARD)

	a. Most effective	b. Least effective
Cigarette A—with a greater number of strands in the filter	66–1	67–1
Cigarette B—with a new type of filter material	2	2
Cigarette C—with a longer filter	3	3
Cigarette D—which has special chemicals sprayed on the filter material	4	4
Cigarette E—which has menthol in the filter	5	5
Cigarette F—which has an extra tightly packed filter	6	6
Cigarette G—a two-section filter with different types of material in each section	7	7
Don't know	8	8

b. Which one of the cigarettes on that list do you think would have the least effective filter? (RECORD ABOVE)

16a. Some brands of filter tips have what they call recessed filters—filters made with an air space between the end of the filter material and the actual end of the cigarette; others have flush filters—the filter material is cut off even with the end of the cigarette. Which would you prefer—recessed filters or flush filters?

	16a.		17a.	
Recessed	68–1	(Ask b)	5	(Ask 17b)
Flush	2		6	
No difference	3	(Skip to 17)	7	(Skip to 19)
Don't know	4		8	

b. Why do you prefer (recessed, flush) filters?

69–

70–

Don't know 70–Y

17a. Leaving aside all of the other aspects of filters and how you feel about them—which do you feel does the better job of filtering the smoke, recessed filters or flush filters? (RECORD ABOVE)

b. Why do you think (recessed, flush) filters do a better job of filtering the smoke?

71–

72–

Don't know 72–Y

(IF HAS PREFERENCE IN 16a AND SAME PREFERENCE IN 17a, ASK 18; OTHERWISE, SKIP TO 19)

18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer?

Recessed 73–1
Flush 2
No difference 3
Don't know 4

19. How do you think they make room for the air space in a recessed filter—by using a shorter filter or by using less tobacco in the cigarette?

Shorter filter 5
Less tobacco 6
Both (vol.) 7
Don't know 8

10017540S1

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

20a. Which of the things on this list are the two or three most important factors to you when choosing a brand of cigarettes? **(HAND RESPONDENT CARD)**

	a.	b.			
	Most important factor	Filters	Non-filters	No difference or don't know	
Better tobacco	11–1	12–1	2	3	
Less nicotine	2	4	5	6	
Less tar	3	7	8	9	
Nicer looking	4	0	X	Y	
Better for you	5	13–1	2	3	
Less irritating	6	4	5	6	
Milder smoking	7	7	8	9	
Less expensive	8	0	X (Ask c)	Y (Ask c)	
Feel better in your mouth	9	14–1	2	3	
Better flavor	0	4	5	6	
Easier on your lungs	X	7	8	9	
None or don't know	Y	0	X	Y	

(ASK ABOUT EACH ITEM ON LIST)

b. Which do you think has (better tobacco, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference? **(RECORD ABOVE)**

(DO NOT ASK IF FILTERS MARKED "LESS EXPENSIVE" IN QUESTION 20b.)

c. There is a real possibility that filter cigarettes will soon be less expensive than non-filter cigarettes. If filter cigarettes were less expensive which do you think you would smoke?

Filters	15–1
Non-filters	2
Don't know	3

1001754052

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

21. This is a question about something which might happen in the future. There is a possibility that a completely different flavor could be added to cigarette taste. Would you be interested in trying a cigarette with any of these flavors added? **(HAND RESPONDENT CARD)** (If "yes") Which flavors would you like to try?

	Like	
Orange	17–1	(NON-SMOKERS SKIP TO 46) (ALL OTHERS CONTINUE)
Lemon	2	
Apple	3	
Pineapple	4	
Cherry	5	
Strawberry	6	
Raspberry	7	
Peppermint	8	
Spearmint	9	
Cinnamon	0	
Wintergreen	X	
Root beer	Y	
Dentyne	18–1	
Lime	2	
Peach	3	
Chocolate	4	
Vanilla	5	
Walnut	6	
Coffee	7	
Other	8	
None	9	
Don't know	0	

22. What type of cigarette do you smoke most often—filter tips or non-filter tips?

Filters	19–1	(Ask b)
Non-filters	2	(Skip to 27)
Both equally (vol.)	3	(Ask b)
Don't know	4	(Skip to 27)

b. How long have you been smoking filter tips regularly?

Less than 3 months	5
3 months - less than 6 months	6
6 months - less than 1 year	7
1 year - less than 2 years	8
2 years - less than 4 years	9
4 years - less than 6 years	0
6 years or more	X
Don't know	Y

23. When filters are available, do you ever smoke non-filters?

Yes	20–1
No	2
Don't know	3

24. Which do you really enjoy the most—filters or non-filters?

Filters	4
Non-filters	5
No difference (vol.)	6
Don't know	7

25a. If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Filters	8	(Ask b)
Non-filters	9	(Skip to 27)
Don't know	0	(Skip to 27)

b. Why do you think you would continue to smoke filters?

21–

22–

Don't know 22–Y

26. QUESTION OMITTED

100175405 3

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Camel (Reg.)	24–1	(Ask 28)
Chesterfield (Reg.)	2	
(King)	3	
Hit Parade (King Fil.)	4	
Kent (King Fil.)	5	
Kool (Reg. M)	6	(Skip to 29)
(Fil. M)	7	
L & M (King Fil.)	8	(Ask 28)
Lucky Strike (Reg.)	9	
Marlboro (King Fil.)	0	
Newport (King Fil.)	X	(Skip to 29)
Oasis (King Fil.)	Y	
Old Gold (Reg.)	25–1	(Ask 28)
(King)	2	
(Fil.)	3	
Pall Mall (King)	4	
Parliament (Reg. Fil.)	5	
(King Fil.)	6	
Philip Morris (Reg.)	7	
(King)	8	
Raleigh (King)	9	
(Fil.)	0	
Salem (Fil. M)	X	(Skip to 29)
Spud (Fil. M)	Y	
Tareyton (King)	26–1	(Ask 28)
(King Fil.)	2	
Viceroy (King Fil.)	3	
Winston (King Fil.)	4	
Other Reg. (Write in)	5	
Other King (Write in)	6	
Other Filter (Write in)	7	
No regular brand	8	(Skip to 29)
Don't know	9	

28. Suppose you were out of cigarettes and the only ones you could buy were mentholated, which brand do you think you would buy?

	28. Would smoke	29. Tried
Kool (Filter)	27–1	28–1
(Regular)	2	2
Newport	3	3
Oasis	4	4
Salem	5	5
Spud	6	6
None	7	7
Don't know	8	8

29. Which of the (other) mentholated filter tip brands have you tried? **(RECORD ABOVE)**

30. Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? **(HAND RESPONDENT CARD)** Any others?

To give it a different taste	29–1	To cover up cheaper tobacco	4
To cool off the smoke	2	To improve filtration	5
To give it a fresh taste	3	To ease smoker's throat	6
		Don't know	7

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Better	30–1	(Ask b)
Same	2	(Skip to 32)
Some brands better (vol.)	3	(Ask b)
Some better, some worse (vol.)	4	
Some brands worse (vol.)	5	(Skip to 32)
Don't know	6	

b. Which brands of mentholated cigarettes are better tasting?

Kool (Filter)	31–1	Salem	5
(Regular)	2	Spud	6
Newport	3	None	7
Oasis	4	Don't know	8

32. Would you read down this list and then tell me which ones best describe a good mentholated cigarette? **(HAND RESPONDENT CARD)**

Lightly mentholated	32–1	Mild tobacco	4
Really cool tasting	2	Full menthol flavor	5
Mint flavored	3	None or don't know	6

33a. Now, would you look at this list of advertising slogans and tell me which ones you have ever heard of? **(HAND RESPONDENT CARD. READ SLOGAN TO RESPONDENT)**

	a. Heard of	a. Not heard of	b. Brand name
A thinking man's filter and a smoking man's taste	33–1		34–
I'd walk a mile for a ""	2		35–
Pleasure up	3		36–
It's what's up front that counts	4		37–
No filter feedback	5		38–
The first cigarette which meets the standards of U. S. Testing Company	6		39–
Live modern, smoke ""	7		40–
None	8	(Skip to 34)	

(ASK ABOUT EACH SLOGAN MARKED "HEARD OF")

b. What brand of cigarettes uses this slogan? **(READ SLOGAN TO RESPONDENT) (WRITE IN BRAND NAME ABOVE)**

1001254054

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

34. Recessed filters are often advertised as being "Cleaner smoking." What do you think they mean by that—that they are less messy or better for you or what?

Less messy ____ 41–1
Better for you ____ 2
Other ____ 41–
(write in)
Don't know ____ 41–Y

35. Are there any brands (besides your regular brand) that you smoke occasionally?

	35. Brand smoked occasionally	36. Brand smoked before regular brand	37. Couple of years from now
Camel (Reg.)	42–1	45–1	48–1
Chesterfield (Reg.)	2	2	2
(King)	3	3	3
Hit Parade (King fil.)	4	4	4
Kent (King fil.)	5	5	5
Kool (Reg. M)	6	6	6
(Fil. M)	7	7	7
L & M (King fil.)	8	8	8
Lucky Strike (Reg.)	9	9	9
Marlboro (King fil.)	0	0	0
Newport (King fil.)	X	X	X
Oasis (King fil.)	Y	Y	Y
Old Gold (Reg.)	43–1	46–1	49–1
(King)	2	2	2
(fil.)	3	3	3
Pall Mall (King)	4	4	4
Parliament (Reg. fil.)	5	5	5
(King fil.)	6	6	6
Philip Morris (Reg.)	7	7	7
(King)	8	8	8
Raleigh (King)	9	9	9
(fil.)	0	0	0
Salem (fil. M)	X	X	X
Spud (fil. M)	Y	Y	Y
Tareyton (King)	44–1	47–1	50–1
(King fil.)	2	2	2
Viceroy (King fil.)	3	3	3
Winston (King fil.)	4	4	4
Other Regular	5	5	XXX
Other King	6	6	XXX
Other Filter	7	7	XXX
Other	XXXX	XXXX	8 (WRITE IN BELOW)
None	9	9	9
No regular brand	0	0	0
Don't know	X	X	X

(Ask 36b) (Skip to 37)

36a. Now going back to your regular brand—what brand did you smoke most often before (brand in 27)? (RECORD ABOVE)

b. Why did you switch from (brand in 36a) to (brand in 27)?

51–
52–
Don't know ____ 52–Y

37. What cigarettes do you think you'll be smoking a couple of years from now? (RECORD ABOVE)

53–
54–
Other ____ 55–
(write in)

38. How long have you been smoking your present brand: (Brand smoked "most often" in 27)

Less than 3 months ____ 56–1
3 months—less than 6 months ____ 2
6 months—less than 1 year ____ 3
1 year—less than 2 years ____ 4
2 years—less than 4 years ____ 5
4 years—less than 6 years ____ 6
6 years or more ____ 7
Has no regular brand (vol.) ____ 8
Don't know ____ 9

39a. In a sense everyone is a gambler—every time we cross the street there is a chance that we will get hit by a car. Assuming a person does all of the following things, which one of these activities do you think is most dangerous to life? (HAND RESPONDENT CARD)

	a. Most dangerous	b. Least dangerous
Riding in an airplane	57–1	58–1
Taking a trip in a car	2	2
Smoking a pack or more of cigarettes a day	3	3
Climbing in and out of a bath tub	4	4
Going for a long swim in a large lake	5	5
Don't know	8	8

Probe for Second

b. Which one is least dangerous? (RECORD ABOVE)

40a. Who would you be most apt to believe if one of these organizations said there was no connection whatsoever between lung cancer and cigarette smoking? (HAND RESPONDENT CARD)

	a. Believe	b. Not believe
The Food and Drug Research Labs., Inc.	59–1	60–1
American Cancer Society	2	2
U. S. Department of Health	3	3
American Medical Association	4	4
Sloan-Kettering Research Laboratory	5	5
U. S. Testing Company	6	6
Tobacco Industry Research Council	7	7
Don't know	8	8

b. Which one would you be least likely to believe? (RECORD ABOVE)

41a. Cigarettes are now sold in three different lengths—regular size in paper packages, long size, these are the ones that come in hard boxes, and king size in paper packages. What different sizes are available in your brand?

	a. Available	b. Usually buy
Regular	61–1	6
Long	2	7
King	3	8
Has no regular brand (vol.)	4	9
Don't know	5	0

b. (IF MORE THAN ONE SIZE AVAILABLE) What length do you usually buy? (RECORD ABOVE)

10017540S5

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42a. There are different types of packages on the market—namely, soft packs and the hard box type package. What types of package are available in your brand?

	a. Available		b. Usually buy	
Soft pack only	62–1	(Skip to 43)	6	(Ask c)
Hard box only	2		7	(Skip to 43)
Both	3	(Ask b)	8	(Ask c)
Has no regular brand (vol.)	4		XXXX	
Don't know	5		9	(Skip to 43)

b. What type of package do you usually buy? **(RECORD ABOVE)**

c. Did you ever regularly buy your brand in the hard box?

Yes ..... 0 **(Ask d)**

No ..... X } **(Skip to 43)**

Don't know ..... Y }

d. What made you start buying your regular brand in the soft package again?

63–

64–

Don't know 64–Y

43a. If your brand offered a choice of both hard and soft packages and in all three lengths—regular, long size and king size—what length would you actually prefer to smoke?

Regular 65–1

Long 2

King 3

No difference (vol.) 4

Don't know 5

b. What type of package would you prefer, the soft pack or the box type package?

Hard pack 6

Soft pack 7

Parliament pack (vol.) 8

Don't know 9

44. Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

The first one is:	Agree	Disagree	Don't know
a. Filter-tip cigarettes are no safer than non-filters	66–1	2	3
b. Filter tip cigarettes use a special blend of tobaccos	4	5	6
c. Cigarettes taste better through a filter	7	8	9
d. Filter cigarettes cause you to smoke more	0	X	Y
e. They could make better filters than they do	67–1	2	3
f. Cigarettes may be harmful, but I'm not going to worry about it	4	5	6
g. As long as you are careful not to smoke too much, cigarettes won't do you any real harm	7	8	9
h. Filter-tip cigarettes use a cheaper grade of tobaccos	0	X	Y

45a. Changing the subject for a minute. How do you feel about the recession? Would you say it's about over, or that we have a long way to go?

About over 68–1

Not over 2

Don't know 3

b. Would you tell me which of the statements on this card applies to you? **(HAND RESPONDENT CARD)**

I or someone in my immediate family has been out of work at some time during this past year 69–1

While no one in our family has been out of work during the past year, our family income has been less than it was a year ago 2

Our family income was the same this year as it was a year ago 3

Our family income was higher this year than it was a year ago 4

Don't know 5

46a. Now just a few questions for tabulating purposes—are you married or single?

Married ..... 74–1 **(Ask b)**

Single ..... 2 } **(Skip to 47)**

Widowed or divorced ..... 3 }

b. Does your (husband, wife) smoke?

Yes 4

No 5

Don't know 6

47. What is the last grade of school you finished—not including special courses like art or secretarial?

No school 7

Grade school 8

High school 9

College 0

10012540S6

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

48a. What is your occupation?

	a. Respondent	c. Head of household
Top management, top talent, and major professional	75–1	76–1
Administrative, salaried professional, executive	2	2
Owner—small retail store or business	3	3
Technicians, minor administrative, and low supervisory	4	4
White collar, clerical (non-supervisory)	5	5
Skilled worker (trades, training required)	6	6
Worker (no training required)	7	7
Retired	8	8
Unemployed	9	9
Student	0	0
Housewife	X	X

b. Are you the head of your household?

Yes 77–1 (SKIP TO FACTUAL)

No 2 (Ask c)

c. What is the occupation of the head of your household? (RECORD ABOVE)

FACTUAL

Sex

Male 78–1

Female 2

Age

18-20 3

21-24 4

25-34 5

35-49 6

50 and over 7

Race

White 8

Negro 9

Economic Level

A 79–1

A– 2

B+ 3

B 4

B– 5

C+ 6

C 7

C– 8

D+ 9

D 0

Not completed

Non-English speaking X

Refused due to non-interest at Question # Y (write in)

Respondent's Name:

Address: Apt. #

Respondent # Interviewer's Initials

10017540S7

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

Job No. 995 November, 1958 Number ..... County ..... Place ..... **B**

1. We are doing a study on how people feel about things like coffee, tobacco, candy, and so on. For example, do you smoke cigarettes? As much as a pack a week?

Smoke cigarettes	11–1	(Skip to 3)
Don't smoke	2	(Ask 2)
Don't know	3	(Ask 2)

2a. Did you used to smoke cigarettes?

Yes	4	(Ask b)
No	5	(Skip to 21)
Don't know	6	(Skip to 21)

b. How long ago did you stop smoking cigarettes?

Less than 6 months	7
6 months—less than 1 year	8
1 year—less than 2 years	9
2 years—less than 3 years	0
3 years or more	X
Don't know	Y

c. What brand of cigarettes were you smoking then?

Camel (Reg.)	12–1
Chesterfield (Reg.)	2
(King)	3
Hit Parade (King Fil.)	4
Kent (King Fil.)	5
Kool (Reg. M)	6
(Fil. M)	7
L & M (King Fil.)	8
Lucky Strike (Reg.)	9
Marlboro (King Fil.)	0
Old Gold (Reg.)	13–1
(King)	2
(Fil)	3
Pall Mall (King)	4
Parliament (Reg. Fil.)	5
(King Fil.)	6
Philip Morris (Reg.)	7
(King)	8
Raleigh (King)	9
(Fil.)	0
Salem (Fil. M)	X
Spud (Fil. M)	Y
Tareyton (King)	14–1
(King Fil.)	2
Viceroy (King Fil.)	3
Winston (King Fil.)	4
Other Regular	5
Other King	6
Other Filter	7
No regular brand	8
Don't know	9

2d. Why did you stop smoking cigarettes?

	15–	(Skip to 21)
	16–	(Skip to 21)
Don't know	16–Y	(Skip to 21)

3. Here is a card with a list of different things on it. Would you go down the list and tell me which things you never have or don't have very often? (HAND RESPONDENT CARD)

Coffee	12–1
Highballs or mixed drinks	2
Chewing gum	3
Coke or other soft drinks	4
Beer or ale	5
Wine	6
Candy	7
Cigarettes	8
Don't know	9

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Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

4. Here are some situations in which you might particularly want some of the things on the list.

	Coffee	Gum	Highball or mixed drink	Coke or soft drink	Beer or ale	Wine	Candy	Cigarettes	None or don't know
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want?	13–1	2	3	4	5	6	7	8	9
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want?	14–1	2	3	4	5	6	7	8	9
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any one of the things on the list, which would you want?	15–1	2	3	4	5	6	7	8	9
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	16–1	2	3	4	5	6	7	8	9

5. What is it you like about (each thing used in 3)? What good effects does it have on you? Anything else?

Coffee

17–

18–

Don't know 18–Y

Highball or mixed drink

19–

20–

Don't know 20–Y

Coke or other soft drink

21–

22–

Don't know 22–Y

5. (cont.)

Beer or ale

23–

24–

Don't know 24–Y

Cigarettes

25–

26–

Don't know 26–Y

6. If I were to say just "The City of Boston" to you, several things might come to mind. For example, you might think of the Boston Tea Party, Harvard University, baked beans, or a number of other things. On the other hand the word "Butter" might bring to your mind the words "eggs," or "margarine," or "buttercups," or "fat," or "yellow," or something else. Now, what comes to your mind when I say cigarettes?

27–

28–

Don't know 28–Y

1001754059

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7a. Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head. "The best cigarette of the day is the one I have when _____"

29–

30–

Nothing or don't know ____ 30–Y

b. Here's the next one: "I am inclined to smoke more when I'm _____"

31–

32–

Nothing or don't know ____ 32–Y

c. "The trouble with cigarettes is that they _____"

33–

34–

Nothing or don't know ____ 34–Y

d. "Every once in a while a cigarette tastes unusually good. With me it's when _____"

35–

36–

Nothing or don't know ____ 36–Y

e. "The advertising for cigarettes is _____"

37–

38–

Nothing or don't know ____ 38–Y

f. "I would smoke more if they _____"

39–

40–

Nothing or don't know ____ 40–Y

8. How many cigarettes do you usually smoke a day?

6 or less	41–1
7 - 15 (½ pack)	2
16 - 25 (pack)	3
26 - 35 (1½ packs)	4
36 - 45 (2 packs)	5
46 - 55 (2½ packs)	6
56 or more	7
Don't know	8

9. Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago?

More	9
Less	0
Same	X
Don't know	Y

ASK FIRST ABOUT HIGHBALL ____ 42–X
ASK FIRST ABOUT SOFT DRINKS ____ –Y

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (High Ball or cocktail) (Soft drink)? (HAND RESPONDENT CARD) Any others?

	a. Highball or Cocktail	b. Cigarettes	c. Soft Drinks
Distinctive	42–1	44–1	46–1
Clean	2	2	2
Mild	3	3	3
Gives you a lift	4	4	4
Mellow	5	5	5
Rich flavor	6	6	6
Cool	7	7	7
Has a good aroma	8	8	8
Gentle	9	9	9
Satisfying	43–1	45–1	47–1
No impurities	2	2	2
Sweet	3	3	3
Relaxing	4	4	4
Freshly made	5	5	5
Don't ever use (vol.)	6	6	6
Other or don't know	7	7	7

b. How about a really good cigarette? (RECORD ABOVE) Any others?

c. How about (Soft drinks) (High balls or cocktails) (RECORD ABOVE) Any others?

10017540 60

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

11a. Forgetting about length, price, health and everything else except taste, which brand of cigarettes do you think has the best taste?

	a. Best taste	b. Worst taste	c. Best filter taste	d. Worst filter taste
Camel	* 48–1	* 51–1	54–1	57–1
Chesterfield	* 2	* 2	2	2
Hit Parade (Filter)	3	3	3	3
Kent (Filter)	4	4	4	4
Kool (Non-filter)	* 5	* 5	5	5
(Filter)	6	6	6	6
L & M (Filter)	7	7	7	7
Lucky Strike	* 8	* 8	8	8
Marlboro (Filter)	9	9	9	9
Old Gold (Non-filter)	* 0	* 0	0	0
(Filter)	X	X	X	X
Pall Mall	* Y	* Y	Y	Y
Parliament (Filter)	49–1	52–1	55–1	58–1
Philip Morris	* 2	* 2	2	2
Raleigh (Non-filter)	* 3	* 3	3	3
(Filter)	4	4	4	4
Salem (Filter)	5	5	5	5
Spud (Filter)	6	6	6	6
Tareyton (Non-filter)	* 7	* 7	7	7
(Filter)	8	8	8	8
Viceroy (Filter)	9	9	9	9
Winston (Filter)	0	0	0	0
Other non-filter	* 50–1	* 53–1	56–1	59–1
Other filter	2	2	2	2
All menthol (vol.)	* 3	* 3	3	3
All filters (vol.)	4	4	4	4
All non-filters (vol.)	* 5	* 5	5	5
Don't know	6	6	6	6

b. Which brand of cigarettes do you think has the worst taste? **(RECORD ABOVE)**

c. **(ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN (a))** Which brand of filter cigarettes do you think has the best taste? **(RECORD ABOVE)**

d. **(ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN (b))** Which brand of filter tips has the worst taste? **(RECORD ABOVE)**

12a. Which brand of filter tips do you think has the most effective filter?

	a. Most effective	b. Least effective
Hit Parade	60–1	62–1
Kent	2	2
Kool	3	3
L & M	4	4
Marlboro	5	5
Old Gold	6	6
Parliament	7	7
Raleigh	8	8
Salem	9	9
Spud	61–1	63–1
Tareyton	2	2
Viceroy	3	3
Winston	4	4
Other	5	5
Don't know	6	6

b. Which brand of filter tips do you think has the least effective filter? **(RECORD ABOVE)**

13a. Which do you feel is the most important factor in reducing the amount of tar and nicotine you get from filter cigarettes—the tobacco used in the cigarette or the filter?

	a. Tar and nicotine	b. Taste
Tobacco	64–1	5
Filter	2	6
Both equal (vol.)	3	7
Don't know	4	8

b. How about as far as the taste of the filter cigarette goes—which is more important, the tobacco or the filter? **(RECORD ABOVE)**

14a. Some scientists say that a filter can eliminate only the particular substances in cigarette smoke which are harmful and let all the other things in the smoke through. Other scientists say that the filter will have to cut down on everything in cigarette smoke in order to cut down on the particular substances which are harmful. Which of these points of view sounds most sensible to you?

Filter eliminates particular substances	65–1
Filter cuts down on everything	2
Don't know	3

b. In cigarette smoke there is nicotine, tar and also a number of other ingredients. What would you guess accounts for the flavor or taste in cigarette smoke—would you guess it comes from the nicotine, or would you guess it comes from the tars, or would you guess the flavor probably comes from the other ingredients in the smoke?

The nicotine	4
The tars	5
Other ingredients	6
No good taste (vol.)	7
Don't know	8

1001754061

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

15a. Here is a card with a description of six different types of filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? (HAND RESPONDENT CARD)

	a. Most effective	b. Least effective
Cigarette A—with a greater number of strands in the filter	66–1	67–1
Cigarette B—with a new type of filter material	2	2
Cigarette C—with a longer filter	3	3
Cigarette D—which has special chemicals sprayed on the filter material	4	4
Cigarette E—which has menthol in the filter	5	5
Cigarette F—which has an extra tightly packed filter	6	6
Cigarette G—a two-section filter with different types of material in each section	7	7
Don't know	8	8

b. Which one of the cigarettes on that list do you think would have the least effective filter? (RECORD ABOVE)

16a. Some brands of filter tips have what they call recessed filters—filters made with an air space between the end of the filter material and the actual end of the cigarette; others have flush filters—the filter material is cut off even with the end of the cigarette. Which would you prefer—recessed filters or flush filters?

	16a.		17a.	
Recessed	68–1	(Ask b)	5	(Ask 17b)
Flush	2		6	
No difference	3	(Skip to 17)	7	(Skip to 19)
Don't know	4		8	

b. Why do you prefer (recessed, flush) filters?

69–

70–

Don't know 70–Y

17a. Leaving aside all of the other aspects of filters and how you feel about them—which do you feel does the better job of filtering the smoke, recessed filters or flush filters? (RECORD ABOVE)

b. Why do you think (recessed, flush) filters do a better job of filtering the smoke?

71–

72–

Don't know 72–Y

(IF HAS PREFERENCE IN 16a AND SAME PREFERENCE IN 17a, ASK 18; OTHERWISE, SKIP TO 19)

18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer?

Recessed 73–1
Flush 2
No difference 3
Don't know 4

19. How do you think they make room for the air space in a recessed filter—by using a shorter filter or by using less tobacco in the cigarette?

Shorter filter 5
Less tobacco 6
Both (vol.) 7
Don't know 8

1001754062

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

20a. Which of the things on this list are the two or three most important factors to you when choosing a brand of cigarettes? **(HAND RESPONDENT CARD)**

	a.	b.		
	Most important factor	Filters	Non-filters	No difference or don't know
Better tobacco	11–1	12–1	2	3
Less nicotine	2	4	5	6
Less tar	3	7	8	9
Nicer looking	4	0	X	Y
Better for you	5	13–1	2	3
Less irritating	6	4	5	6
Milder smoking	7	7	8	9
Less expensive	8	0	X (Ask c)	Y
Feel better in your mouth	9	14–1	2	3
Better flavor	0	4	5	6
Easier on your lungs	X	7	8	9
None or don't know	Y	0	X	Y

(ASK ABOUT EACH ITEM ON LIST)

b. Which do you think has (better tobacco, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference? **(RECORD ABOVE)**

(ASK ONLY IF NON-FILTERS MARKED "LESS EXPENSIVE" IN QUESTION 20b.)

c. There is a real possibility that filter cigarettes will soon be the same price as regular size non-filter cigarettes, cheaper than king size non-filters. If filter cigarettes cost the same as regular size non-filter cigarettes which do you think you would smoke?

Filters 15–1

Non-filters 2

Don't know 3

1001754063

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

21. This is a question about something which might happen in the future. There is a possibility that a completely different flavor could be added to cigarette taste. Would you be interested in trying a cigarette with any of these flavors added? (HAND RESPONDENT CARD) (If "yes") Which flavors would you like to try?

	Like	
Orange	17–1	(NON-SMOKERS SKIP TO 46) (ALL OTHERS CONTINUE)
Lemon	2	
Apple	3	
Pineapple	4	
Cherry	5	
Strawberry	6	
Raspberry	7	
Peppermint	8	
Spearmint	9	
Cinnamon	0	
Wintergreen	X	
Root beer	Y	
Dentyne	18–1	
Lime	2	
Peach	3	
Chocolate	4	
Vanilla	5	
Walnut	6	
Coffee	7	
Other	8	
None	9	
Don't know	0	

22a. What type of cigarette do you smoke most often—filter tips or non-filter tips?

Filters	19–1	(Ask b)
Non-filters	2	(Skip to 27)
Both equally (vol.)	3	(Ask b)
Don't know	4	(Skip to 27)

b. How long have you been smoking filter tips regularly?

Less than 3 months	5
3 months - less than 6 months	6
6 months - less than 1 year	7
1 year - less than 2 years	8
2 years - less than 4 years	9
4 years - less than 6 years	0
6 years or more	X
Don't know	Y

23. When filters are available, do you ever smoke non-filters?

Yes	20–1
No	2
Don't know	3

24. Which do you really enjoy the most—filters or non-filters?

Filters	4
Non-filters	5
No difference (vol.)	6
Don't know	7

25a. If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Filters	8	(Ask b)
Non-filters	9	(Skip to 26)
Don't know	0	(Skip to 26)

b. Why do you think you would continue to smoke filters?

21–

22–

Don't know 22–Y

26. Would you say you have more confidence in the effectiveness of filters than you did a couple of years ago, or less confidence than you did or would you say you have no more or no less confidence in filters than you used to?

More confidence	23–1
Less confidence	2
No more, no less	3
Don't know	4

1001754064

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Camel (Reg.)	24–1	(Ask 28)
Chesterfield (Reg.)	2	
(King)	3	
Hit Parade (King Fil.)	4	
Kent (King Fil.)	5	
Kool (Reg. M)	6	(Skip to 29)
(Fil. M)	7	
L & M (King Fil.)	8	
Lucky Strike (Reg.)	9	(Ask 28)
Marlboro (King Fil.)	0	
Newport (King Fil.)	X	(Skip to 29)
Oasis (King Fil.)	Y	
Old Gold (Reg.)	25–1	(Ask 28)
(King)	2	
(Fil.)	3	
Pall Mall (King)	4	
Parliament (Reg. Fil.)	5	
(King Fil.)	6	
Philip Morris (Reg.)	7	
(King)	8	
Raleigh (King)	9	
(Fil.)	0	
Salem (Fil. M)	X	(Skip to 29)
Spud (Fil. M)	Y	
Tareyton (King)	26–1	(Ask 28)
(King Fil.)	2	
Viceroy (King Fil.)	3	
Winston (King Fil.)	4	
Other Reg. (Write in)	5	
Other King (Write in)	6	
Other Filter (Write in)	7	
No regular brand	8	(Skip to 29)
Don't know	9	

28. Suppose you were out of cigarettes and the only ones you could buy were mentholated, which brand do you think you would buy?

	28. Would smoke	29. Tried
Kool (Filter)	27–1	28–1
(Regular)	2	2
Newport	3	3
Oasis	4	4
Salem	5	5
Spud	6	6
None	7	7
Don't know	8	8

29. Which of the (other) mentholated filter tip brands have you tried? **(RECORD ABOVE)**

30. Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? **(HAND RESPONDENT CARD)** Any others?

To give it a different taste	29–1	To cover up cheaper tobacco	4
To cool off the smoke	2	To improve filtration	5
To give it a fresh taste	3	To ease smoker's throat	6
		Don't know	7

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Better	30–1	(Ask b)
Same	2	(Skip to 32)
Some brands better (vol.)	3	(Ask b)
Some better, some worse (vol.)	4	
Some brands worse (vol.)	5	(Skip to 32)
Don't know	6	

b. Which brands of mentholated cigarettes are better tasting?

Kool (Filter)	31–1	Salem	5
(Regular)	2	Spud	6
Newport	3	None	7
Oasis	4	Don't know	8

32. Would you read down this list and then tell me which ones best describe a good mentholated cigarette? **(HAND RESPONDENT CARD)**

Lightly mentholated	32–1	Mild tobacco	4
Really cool tasting	2	Full menthol flavor	5
Mint flavored	3	None or don't know	6

33a. Now, would you look at this list of advertising slogans and tell me which ones you have ever heard of? **(HAND RESPONDENT CARD. READ SLOGAN TO RESPONDENT)**

	a. Heard of	a. Not heard of	b. Brand name
"_____" filters best	33–1		34–
Get the honest taste of a "_____"	2		35–
L & M Less tars & More taste	3		36–
"Better makin's"	4		37–
New "_____" has America's best filter!	5		38–
First with the finest cigarettes through "_____" research	6		39–
Filter, flavor, flip-top box	7		40–
None	8	(Skip to 34)	

(ASK ABOUT EACH SLOGAN MARKED "HEARD OF")

b. What brand of cigarettes uses this slogan? **(READ SLOGAN TO RESPONDENT) (WRITE IN BRAND NAME ABOVE)**

10017540 65

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

34. Recessed filters are often advertised as being "Cleaner smoking." What do you think they mean by that—that they are less messy or better for you or what?

Less messy ____ 41–1
Better for you ____ 2
Other ____ 41–
(write in)
Don't know ____ 41–Y

35. Are there any brands (besides your regular brand) that you smoke occasionally?

	35. Brand smoked occasionally	36. Brand smoked before regular brand		37. Couple of years from now	
Camel (Reg.)	42–1	45–1		48–1	
Chesterfield (Reg.)	2	2		2	
(King)	3	3		3	
Hit Parade (King fil.)	4	4		4	
Kent (King fil.)	5	5		5	
Kool (Reg. M)	6	6		6	
(Fil. M)	7	7		7	
L & M (King fil.)	8	8		8	
Lucky Strike (Reg.)	9	9		9	
Marlboro (King fil.)	0	0		0	
Newport (King fil.)	X	X		X	
Oasis (King fil.)	Y	Y		Y	
Old Gold (Reg.)	43–1	46–1		49–1	
(King)	2	2		2	
(fil.)	3	3		3	
Pall Mall (King)	4	4	(Ask 36b)	4	
Parliament (Reg. fil.)	5	5		5	
(King fil.)	6	6		6	
Philip Morris (Reg.)	7	7		7	
(King)	8	8		8	
Raleigh (King)	9	9		9	
(fil.)	0	0		0	
Salem (fil. M)	X	X		X	
Spud (fil. M)	Y	Y		Y	
Tareyton (King)	44–1	47–1		50–1	
(King fil)	2	2		2	
Viceroy (King fil.)	3	3		3	
Winston (King fil.)	4	4		4	
Other Regular	5	5		XXX	
Other King	6	6		XXX	
Other Filter	7	7		XXX	
Other	XXXX	XXXX		8	(WRITE IN BELOW)
None	9	9		9	
No regular brand	0	0	(Skip to 37)	0	
Don't know	X	X		X	

36a. Now going back to your regular brand—what brand did you smoke most often before (brand in 27)? (RECORD ABOVE)

b. Why did you switch from (brand in 36a) to (brand in 27)?

51–
52–
Don't know ____ 52–Y

37. What cigarettes do you think you'll be smoking a couple of years from now? (RECORD ABOVE)

53–
54–
Other ____ 55–
(write in)

38. How long have you been smoking your present brand? (Brand smoked "most often" in 27)

Less than 3 months ____ 56–1
3 months—less than 6 months ____ 2
6 months—less than 1 year ____ 3
1 year—less than 2 years ____ 4
2 years—less than 4 years ____ 5
4 years—less than 6 years ____ 6
6 years or more ____ 7
Has no regular brand (vol.) ____ 8
Don't know ____ 9

39a. In a sense everyone is a gambler—every time we cross the street there is a chance that we will get hit by a car. Assuming a person does all of the following things, which one of these activities do you think is most dangerous to life? (HAND RESPONDENT CARD)

	a. Most dangerous	b. Least dangerous
Riding in an airplane	57–1	58–1
Taking a trip in a car	2	2
Smoking a pack or more of cigarettes a day	3	3
Climbing in and out of a bath tub	4	4
Going for a long swim in a large lake	5 Probe for Second	5
Breathing the soot and dirt in city air	6	6
Drinking a couple of alcoholic drinks a day	7	7
Don't know	8	8

b. Which one is least dangerous? (RECORD ABOVE)

40. QUESTION OMITTED

41a. Cigarettes are now sold in three different lengths—regular size in paper packages, long size, these are the ones that come in hard boxes, and king size in paper packages. What different sizes are available in your brand?

	a. Available	b. Usually buy
Regular	61–1	6
Long	2	7
King	3	8
Has no regular brand (vol.)	4	9
Don't know	5	0

b. (IF MORE THAN ONE SIZE AVAILABLE) What length do you usually buy? (RECORD ABOVE)

1001754066

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42a. There are different types of packages on the market—namely, soft packs and the hard box type package. What types of package are available in your brand?

	a. Available		b. Usually buy	
Soft pack only	62–1	(Skip to 43)	6	(Ask c)
Hard box only	2		7	(Skip to 43)
Both	3	(Ask b)	8	(Ask c)
Has no regular brand (vol.)	4		XXXX	
Don't know	5		9	(Skip to 43)

b. What type of package do you usually buy? **(RECORD ABOVE)**

c. Did you ever regularly buy your brand in the hard box?

Yes	0	(Ask d)
No	X	(Skip to 43)
Don't know	Y	(Skip to 43)

d. What made you start buying your regular brand in the soft package again?

63–

64–

Don't know ..... 64 Y

43a. If your brand offered a choice of both hard and soft packages and in all three lengths—regular, long size and king size—what length would you actually prefer to smoke?

Regular	65–1
Long	2
King	3
No difference (vol.)	4
Don't know	5

b. What type of package would you prefer, the soft pack or the box type package?

Hard pack	6
Soft pack	7
Parliament pack (vol.)	8
Don't know	9

44. Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

The first one is:	Agree	Disagree	Don't know
a. Filter-tip cigarettes are no safer than non-filters	66–1	2	3
b. Filter tip cigarettes use a special blend of tobaccos	4	5	6
c. Cigarettes taste better through a filter	7	8	9
d. Filter cigarettes cause you to smoke more	0	X	Y
e. They could make better filters than they do	67–1	2	3
f. Cigarettes may be harmful, but I'm not going to worry about it	4	5	6
g. As long as you are careful not to smoke too much, cigarettes won't do you any real harm	7	8	9
h. Filter-tip cigarettes use a cheaper grade of tobacco	0	X	Y

45a. Changing the subject for a minute. How do you feel about the recession? Would you say it's about over, or that we have a long way to go?

About over	68–1
Not over	2
Don't know	3

b. Would you tell me which of the statements on this card applies to you? **(HAND RESPONDENT CARD)**

I or someone in my immediate family has been out of work at some time during this past year	69–1
While no one in our family has been out of work during the past year, our family income has been less than it was a year ago	2
Our family income was the same this year as it was a year ago	3
Our family income was higher this year than it was a year ago	4
Don't know	5

46a. Now just a few questions for tabulating purposes—are you married or single?

Married	74–1	(Ask b)
Single	2	(Skip to 47)
Widowed or divorced	3	(Skip to 47)

b. Does your (husband, wife) smoke?

Yes	4
No	5
Don't know	6

47. What is the last grade of school you finished—not including special courses like art or secretarial?

No school	7
Grade school	8
High school	9
College	0

10012510627

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

48a. What is your occupation?

	a. Respondent	c. Head of household
Top management, top talent, and major professional	75–1	76–1
Administrative, salaried professional, executive	2	2
Owner—small retail store or business	3	3
Technicians, minor administrative, and low supervisory	4	4
White collar, clerical (non-supervisory)	5	5
Skilled worker (trades, training required)	6	6
Worker (no training required)	7	7
Retired	8	8
Unemployed	9	9
Student	0	0
Housewife	X	X

b. Are you the head of your household?

Yes 77–1 (SKIP TO FACTUAL)

No 2 (Ask c)

c. What is the occupation of the head of your household? (RECORD ABOVE)

FACTUAL

Sex

Male 78–1

Female 2

Age

18-20 3

21-24 4

25-34 5

35-49 6

50 and over 7

Race

White 8

Negro 9

Economic Level

A 79–1

A— 2

B+ 3

B 4

B— 5

C+ 6

C 7

C— 8

D+ 9

D 0

Not completed

Non-English speaking X

Refused due to non-interest at Question # Y (write in)

Respondent's Name: _____

Address: _____ Apt. # _____

_____

_____

Respondent # _____ Interviewer's Initials _____

10017540 68

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

1. We are doing a study on how people feel about things like coffee, tobacco, candy and so on. For example, do you smoke cigarettes? As much as a pack a week?

and

2a. (If "no") Did you used to smoke cigarettes?

and

2b. (If "yes") How long ago did you stop smoking cigarettes?

	Total sample	Analyzed by respondents who are: Male	Female
Number of respondents	4992 (100%)	2504 (100%)	2488 (100%)
	%	%	%
SMOKE CIGARETTES	41	52	31
DON'T SMOKE AND:	59	48	69
Used to smoke and stopped:	12	17	8
Less than 6 months ago	1	1	1
6 months - less than 1 year ago	1	1	1
1 year - less than 2 years ago	1	2	1
2 years - less than 3 years ago	1	2	1
3 years or more ago	8	11	4
Don't know or no answer	*	*	*
Never smoked	47	31	61
Don't know or no answer	*	*	*

*Less than .5 per cent

1001754069

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

1. We are doing a study on how people feel about things like coffee, tobacco, candy and so on. For example, do you smoke cigarettes? As much as a pack a week?

and

2a. (If "no") Did you used to smoke cigarettes?

and

2b. (If "yes") How long ago did you stop smoking cigarettes?

	Total sample	Analyzed by respondents whose ages are: 18-20	21-24	25-34	35-49	50 and over
Number of respondents	4992 (100%)	247 (100%)	527 (100%)	1098 (100%)	1488 (100%)	1615 (100%)
	%	%	%	%	%	%
SMOKE CIGARETTES	41	48	48	53	46	27
DON'T SMOKE AND:	59	52	52	47	54	73
Used to smoke and stopped:	12	10	9	10	13	15
Less than 6 months ago	1	3	2	2	1	*
6 months - less than 1 year ago	1	2	1	1	1	*
1 year - less than 2 years ago	1	1	2	1	1	1
2 years - less than 3 years ago	1	1	1	1	1	2
3 years or more ago	8	2	3	5	9	12
Don't know or no answer	*	1	*	*	*	*
Never smoked	47	42	43	37	41	58
Don't know or no answer	*	*	*	*	*	*

Don't take chances either?

*Less than .5 per cent

1001754070

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

1. We are doing a study on how people feel about things like coffee, tobacco, candy, and so on. For example, do you smoke cigarettes? As much as a pack a week?

and

2a. (If "no") Did you used to smoke cigarettes?

and

2b. (If "yes") How long ago did you stop smoking cigarettes?

	Total sample	Analyzed by respondents whose economic level is: A	B	C	D
Number of respondents	4992 (100%)	144 (100%)	976 (100%)	2801 (100%)	1009 (100%)
	%	%	%	%	%
SMOKE CIGARETTES	41	44	41	40	45
DON'T SMOKE AND:	59	56	59	60	55
Used to smoke and stopped:	12	15	13	12	12
Less than 6 months ago	1	1	1	1	1
6 months - less than 1 year ago	1	-	1	1	1
1 year - less than 2 years ago	1	-	1	1	1
2 years - less than 3 years ago	1	3	1	1	1
3 years or more ago	8	10	8	8	7
Don't know or no answer	*	1	1	*	1
Never smoked	47	41	46	48	42
Don't know or no answer	*	-	*	*	1

*Less than .5 per cent

1001754071

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

1. We are doing a study on how people feel about things like coffee, tobacco, candy and so on. For example, do you smoke cigarettes? As much as a pack a week?

and

2a. (If "no") Did you used to smoke cigarettes?

and

2b. (If "yes") How long ago did you stop smoking cigarettes?

		Analyzed by respondents who live in:								
	Total sample	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	4992 (100%)	320 (100%)	1001 (100%)	1002 (100%)	441 (100%)	718 (100%)	398 (100%)	472 (100%)	158 (100%)	482 (100%)
	%	%	%	%	%	%	%	%	%	%
SMOKE CIGARETTES	41	47	42	41	40	46	39	35	45	38
DON'T SMOKE AND:	59	53	58	59	60	54	61	65	55	62
Used to smoke and stopped:	12	14	13	10	14	12	14	12	13	14
Less than 6 months ago	1	2	1	1	1	1	1	2	1	2
6 months - less than 1 year ago	1	1	*	1	1	1	1	1	1	2
1 year - less than 2 years ago	1	1	2	1	1	1	1	1	-	*
2 years - less than 3 years ago	1	1	1	1	1	2	3	1	-	1
3 years or more ago	8	8	9	6	10	6	7	6	10	9
Don't know or no answer	*	1	*	*	*	1	1	1	1	*
Never smoked	47	37	44	49	46	42	47	51	42	48
Don't know or no answer	*	2	1	*	-	*	-	2	-	*

*Less than .5 per dent

1001754072

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

1. We are doing a study of how people feel about things like coffee, tobacco, candy, and so on. For example, do you smoke cigarettes? As much as a pack a week?

and

2a. (If "no") Did you used to smoke cigarettes?

and

2b. (If "yes") How long ago did you stop smoking cigarettes?

	Total sample	Analyzed by respondents who are: White	Negro
Number of respondents	4992 (100%)	4312 (100%)	580 (100%)
	%	%	%
SMOKE CIGARETTES	41	41	46
DON'T SMOKE AND:	59	59	54
Used to smoke and stopped:	12	13	11
Less than 6 months ago	1	2	1
6 months - less than 1 year ago	1	1	*
1 year - less than 2 years ago	1	1	1
2 years - less than 3 years ago	1	1	2
3 years or more ago	8	8	6
Don't know or no answer	*	*	1
Never smoked	47	46	43
Don't know or no answer	*	*	*

*Less than .5 per cent

1001754023

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

2c. What brand of cigarettes were you smoking then?

Asked of respondents who say they used to smoke cigarettes--12% of total sample

	Total asked this question	Analyzed by Question 2b: respondents who stopped smoking: Less than 6 months ago	6 months - less than 1 year ago	1 year - less than 2 years ago	2 years - less than 3 years ago	3 years or more ago
Number of respondents	623 (100%)	62** (100%)	42** (100%)	54** (100%)	59** (100%)	380 (100%)
	%	%	%	%	%	%
CAMEL	18	9	14	17	20	20
CHESTERFIELD	12	7	-	6	19	15
Regular	11	5	-	6	17	15
King	1	2	-	-	2	*
HIT PARADE	*	-	2	-	-	-
KENT	3	14	10	6	2	*
KOOL	1	2	4	3	-	1
Regular	1	2	2	3	-	1
Filter	*	-	2	-	-	-
L & M	2	3	2	6	3	*
LUCKY STRIKE	14	13	10	7	14	17
MARLBORO	2	5	7	6	-	*
OLD GOLD	2	2	2	2	3	3
Regular	2	-	-	2	3	3
King	-	-	-	-	-	-
Filter	*	2	2	-	-	-
PALL MALL	6	9	12	9	5	4
PARLIAMENT	-	2	-	-	-	-
Regular	-	-	-	-	-	-
King	*	2	-	-	-	-
PHILIP MORRIS	4	3	-	2	3	5
Regular	3	3	-	-	3	4
King	1	-	-	2	-	1
RALEIGH	1	2	-	-	-	2
King	*	-	-	-	-	1
Filter	1	2	-	-	-	1
SALEM	1	3	2	-	-	-
SPUD	-	-	-	-	-	-
TAREYTON	*	-	-	-	2	*
King	*	-	-	-	-	*
Filter	*	-	-	-	2	-
VICEROY	3	5	10	7	2	1
WINSTON	2	3	14	3	5	*
OTHER REGULAR	2	-	-	-	2	3
OTHER KING	*	-	-	-	-	*
OTHER FILTER	*	2	-	-	-	-
NO REGULAR BRAND	17	11	5	17	20	19
DON'T KNOW	4	-	-	-	-	7
NO ANSWER	6	5	5	9	-	3
Summary						
REGULAR	51	31	24	31	59	61
KING	7	11	12	9	7	6
FILTER	13	37	47	30	14	3
MENTHOLATED	2	5	7	4	-	1
NO REGULAR BRAND, DON'T KNOW OR NO ANSWER	27	16	10	26	20	29

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

1001754074

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

2d. Why did you stop smoking cigarettes?

Asked of respondents who say they used to smoke cigarettes--
12% of total sample

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	623 (100%)	432 (100%)	191 (100%)
	%	%	%
DOCTOR'S ORDERS, ADVICE	12	15	6
THOUGHT THEY WERE PHYSICALLY HARMFUL	12	14	7
BECAUSE OF COUGH	9	12	3
DECIDED FOOLISH, UNNECESSARY, BAD HABIT	8	9	7
DIDN'T ENJOY IT	8	7	10
CAUSED OTHER PHYSICAL DIFFICULTIES (INDIGESTION, NERVOUSENSS, NON-SLEEPING, ETC.)	7	7	7
STOPPED FOR SPECIFIC REASON (LENT, COLD, ILLNESS) AND NEVER STARTED AGAIN	7	7	6
BECAUSE OF OTHER RESPIRATORY ILLNESSES (ASTHMA, SINUS, LUNGS)	6	6	7
COST TOO MUCH	6	8	2
PREFER, CHANGED TO CIGAR, PIPE	6	8	1
JUST DECIDED TO STOP	5	5	5
RELIGIOUS REASONS	5	4	7
IRRITATED THROAT (SORE THROAT BURN, ETC.)	4	4	5
SMOKING TOO MUCH; HABIT GETTING TOO STRONG	4	5	3
MADE ME SHORT-WINDED	4	5	2
BECAUSE OF HEART TROUBLE	4	5	1
DISLIKED THE TASTE; LEFT BAD TASTE IN MOUTH	3	3	5
HUSBAND, WIFE, RELATIVE, WANTED ME TO STOP	3	3	5
STOPPED WHEN I BECAME PREGNANT, SMOKING UNPLEASANT	3	-	10
FEAR OF CANCER	3	2	4
WANTED TO GAIN WEIGHT	3	2	5
TO SET A GOOD EXAMPLE FOR THE CHILDREN	1	*	2
TO GET HUSBAND (WIFE) TO STOP, I DID TOO	1	*	2
ALL OTHER	4	3	5
DON'T KNOW OR NO ANSWER	3	3	3

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1. HEALTH 78%
2. ECONOMICS 6%
3. BAD HABIT 16-22%

10017540 25

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

3. Here is a card with a list of different things on it. Would you go down the list and tell me which things you never have or don't have very often? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
WINE	75	73	78
HIGHBALLS OR MIXED DRINKS	64	63	67
BEER OR ALE	54	48	64
CHEWING GUM	44	47	38
CANDY	30	33	24
COKE OR OTHER SOFT DRINKS	30	29	31
COFFEE	10	11	9
CIGARETTES	1	1	1
DON'T KNOW	1	1	1
NO ANSWER	5	5	3

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754076

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

4. Here are some situations in which you might particularly want some of the things on the list. (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want?			
CIGARETTES	58	58	57
COFFEE	15	11	23
BEER OR ALE	10	14	2
HIGHBALL OR MIXED DRINK	9	11	7
COKE OR SOFT DRINK	9	7	12
CANDY	1	1	2
GUM	1	1	1
WINE	*	*	1
NONE, DON'T KNOW OR NO ANSWER	7	7	5
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want?			
CIGARETTES	65	66	64
COFFEE	17	16	21
HIGHBALL OR MIXED DRINK	4	5	2
GUM	4	4	4
COKE OR SOFT DRINK	2	2	2
BEER OR ALE	1	1	1
CANDY	*	*	-
WINE	*	*	-
NONE, DON'T KNOW OR NO ANSWER	11	11	11

*Less than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

(Continued)

1001754077

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

4. Here are some situations in which you might particularly want some of the things on the list. (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any one of the things on the list, which would you want?			
COFFEE	47	44	52
CIGARETTES	41	42	39
COKE OR SOFT DRINK	13	13	12
GUM	2	2	2
CANDY	2	2	2
BEER OR ALE	2	2	1
HIGHBALL OR MIXED DRINK	1	1	1
WINE	*	*	-
NONE, DON'T KNOW OR NO ANSWER	3	3	2
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?			
CIGARETTES	28	29	25
COFFEE	26	21	34
COKE OR SOFT DRINK	25	23	28
BEER OR ALE	13	17	7
HIGHBALL OR MIXED DRINK	6	7	4
GUM	2	2	2
CANDY	1	1	1
WINE	*	1	-
NONE, DON'T KNOW OR NO ANSWER	6	6	6

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754078

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

4. Here are some situations in which you might particularly want some of the things on the list. (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are: 18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want?						
CIGARETTES	58	61	56	56	57	61
COFFEE	15	8	12	16	17	15
BEER OR ALE	10	6	12	9	10	10
HIGHBALL OR MIXED DRINK	9	8	9	11	10	7
COKE OR SOFT DRINK	9	16	10	8	8	8
CANDY	1	3	1	1	1	3
GUM	1	3	2	1	1	1
WINE	*	-	2	1	-	*
NONE, DON'T KNOW OR NO ANSWER	7	4	5	7	7	7
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want?						
CIGARETTES	65	73	73	69	62	59
COFFEE	17	13	15	17	20	17
HIGHBALL OR MIXED DRINK	4	1	3	4	5	3
GUM	4	7	4	4	3	3
COKE OR SOFT DRINK	2	-	*	2	2	3
BEER OR ALE	1	1	1	1	1	1
CANDY	*	-	*	-	*	*
WINE	*	-	-	-	-	*
NONE, DON'T KNOW OR NO ANSWER	11	8	8	9	12	17

1001754079

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

(Continued)

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

4. Here are some situations in which you might particularly want some of the things on the list. (Card shown respondent)

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are: 18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any one of the things on the list, which would you want?						
COFFEE	47	29	48	49	50	44
CIGARETTES	41	35	37	41	41	41
COKE OR SOFT DRINK	13	29	15	11	10	12
GUM	2	3	2	2	2	2
CANDY	2	2	2	1	3	2
BEER OR ALE	2	-	2	2	1	2
HIGHBALL OR MIXED DRINK	1	4	1	1	1	1
WINE	*	-	-	-	-	*
NONE, DON'T KNOW OR NO ANSWER	3	5	2	2	3	5
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?						
CIGARETTES	28	20	25	29	26	32
COFFEE	26	13	21	27	29	27
COKE OR SOFT DRINK	25	48	35	24	22	18
BEER OR ALE	13	8	12	17	14	10
HIGHBALL OR MIXED DRINK	6	3	4	5	7	7
GUM	2	3	3	1	1	3
CANDY	1	3	1	1	1	1
WINE	*	-	1	-	*	1
NONE, DON'T KNOW OR NO ANSWER	6	5	7	4	5	8

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754080

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

4. Here are some situations in which you might particularly want some of the things on the list. (Card shown respondent)

Answers of respondents who chose cigarettes in the various situations

	Analyzed by respondents who chose cigarettes in situation:			
	a.	b.	c.	d.
Number of respondents	1191 (100%)	1344 (100%)	836 (100%)	569 (100%)
	%	%	%	%
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want?				
CIGARETTES	100			
COFFEE	7			
BEER OR ALE	4			
HIGHBALL OR MIXED DRINK	3			
COKE OR SOFT DRINK	3			
CANDY	*			
GUM	*			
WINE	-			
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want?				
CIGARETTES		100		
COFFEE		4		
HIGHBALL OR MIXED DRINK		1		
COKE OR SOFT DRINK		1		
GUM		*		
BEER OR ALE		*		
WINE		-		
CANDY		-		
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any of the things on the list, which would you want?				
CIGARETTES			100	
COFFEE			18	
COKE OR SOFT DRINK			4	
GUM			*	
HIGHBALL OR MIXED DRINK			*	
BEER OR ALE			*	
CANDY			*	
WINE			*	
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?				
CIGARETTES				100
COFFEE				13
COKE OR SOFT DRINK				4
BEER OR ALE				3
HIGHBALL OR MIXED DRINK				2
GUM				1
CANDY				*
WINE				-

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754081

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

5. What is it you like about coffee? What good effects does it have on you? Anything else?

Asked of respondents who drink coffee-- [illegible] 90% of cigarette smokers

	Total asked this question
Number of respondents	1854 (100%)
	%
LIKE THE STIMULATING EFFECT	45
Keeps you awake; wakes, peps you up in morning	13
Gives you a lift; a pick-me-up	13
Stimulates you; stimulating	11
Warms you up; keeps you warm	10
Other (like the stimulating effect)	1
LIKE TASTE, FLAVOR	27
LIKE THE RELAXING EFFECT	21
Relaxes you; relaxing	13
Calms, steadies, quiets nerves	6
Comforting; soothing; calming	1
Other (like the relaxing effect)	1
HABIT	11
LIKE IT	8
Pleasant; I enjoy, like it	5
Makes you feel good, better, happy	3
SOMETHING TO DO, DRINK; BREAKS UP DAY, MONOTONY OF DAY	5
REFRESHING; REFRESHING TASTE	3
SATISFIES; SATISFYING	2
FILLS YOU UP BETWEEN MEALS; KILLS APPETITE	2
GOES WITH CIGARETTE; MAKES YOU SMOKE, WANT TO SMOKE	2
QUENCHES YOUR THIRST	1
NEGATIVE ASSOCIATIONS	3
I don't like it, care for it	1
Not good for you	1
Other (negative associations)	1
ALL OTHER	5
DON'T KNOW	5
NO ANSWER	5

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754082

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

5. What is it you like about highballs or mixed drinks? What good effects does it have on you? Anything else?

Asked of respondents who drink a highball or mixed drink-- + smoke
36% of cigarette smokers

	Total asked this question
Number of respondents	738 (100%)
	%
LIKE THE RELAXING EFFECT	36
Relaxes you; relaxing	30
Calms, steadies nerves; helps when excited or nervous	2
Other (like relaxing effect)	4
LIKE IT FOR SOCIAL REASONS	24
It's social; drink just to be sociable	17
Helps get things started in company; stimulates conversation	3
Relaxes inhibitions	1
Other (like it for social reasons)	3
LIKE THE STIMULATING EFFECT	16
It's a stimulant, pick-me up; gives you a lift	12
Makes you high	2
Other (like the stimulating effect)	2
LIKE IT	12
Makes you feel good, better, happy	8
Pleasant; I enjoy, like it	4
LIKE TASTE, FLAVOR	12
REFRESHING, REFRESHING TASTE	5
QUENCHES YOUR THIRST	1
SATISFIES; SATISFYING	1
GIVES ME SOMETHING TO DO, DRINK; BREAK UP DAY, MONOTONY OF DAY	1
HABIT	1
AS A CHANGE FROM BEER; WHEN I DON'T HAVE BEER	*
NEGATIVE ASSOCIATIONS	2
No good effects; I don't like it	1
Other (negative associations)	1
ALL OTHER	2
DON'T KNOW	4
NO ANSWER	12

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754083

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

5. What is it you like about coke or other soft drinks? What good effects does it have on you? Anything else?

Asked of respondents who drink coke or soft drinks--[illegible] 70% of cigarette smokers

	Total asked this question
Number of respondents	1447 (100%)
	%
REFERESHING; REFRESHING TASTE	26
COOLS ME OFF; COOLING; LIKE ON A HOT DAY, IN SUMMER	25
QUENCHES YOUR THIRST	17
LIKE TASTE, FLAVOR	14
Like taste, flavor	10
Like sweet taste	3
Other (like taste, flavor)	1
LIKE THE STIMULATING EFFECT	10
Picks you up, peps, gives you a lift	10
Keeps you awake	*
LIKE THE RELAXING EFFECT	6
Relaxes you, relaxing	4
Calms, steadies, quiets nerves	1
Other (like the relaxing effect)	1
LIKE IT	3
Pleasant; I enjoy, like it	2
Makes you feel good, better, happy	1
SOMETHING TO DO, DRINK; BREAKS UP DAY	3
SATISFIES; SATISFYING; HITS THE SPOT	2
HABIT	1
NEGATIVE ASSOCIATIONS	2
It's sweet, too sweet	*
Keeps me awake	*
Other (negative associations)	2
ALL OTHER	6
DON'T KNOW	6
NO ANSWER	13

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001254084

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

5. What is it you like about beer or ale? What good effects does it have on you? Anything else?

Asked of respondents who drink beer or ale--46% of cigarette smokers

	Total asked this question
Number of respondents	946 (100%)
	%
LIKE THE RELAXING EFFECT	21
Relaxes you; relaxing	16
Makes you sleep	3
Calms, steadies nerves	2
Other (like relaxing effect)	*
LIKE TASTE, FLAVOR	18
COOLS ME OFF, COOLING; LIKE ON A HOT DAY, IN SUMMER	14
REFRESHING; REFRESHING TASTE	13
QUENCHES YOUR THIRST	12
TO BE SOCIABLE	7
LIKE THE STIMULATING EFFECT	6
LIKE IT	5
Makes you feel good, better, happy	3
Pleasant; I enjoy, like it	2
SATISFIES; SATISFYING	2
HABIT	*
NEGATIVE ASSOCIATIONS	4
Don't like it; no good effects	2
Don't drink it; drink it much	2
Don't like the taste	*
Gives me a headache; makes me feel bad	*
Other (negative associations)	*
ALL OTHER	11
DON'T KNOW	6
NO ANSWER	15

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001751085

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

5. What is it you like about cigarettes? What good effects does it have on you? Anything else?

Asked of respondents who smoke cigarettes-- 41% of total sample

	Total cigarette smokers
Number of respondents	2064 (100%)
	%
LIKE THE RELAXING EFFECT	47 49
Relaxes you; relaxing	24
Calms, steadies nerves	21
Comforting; soothing; calming	3
Other (like the relaxing effect)	1
HABIT	27
LIKE TASTE, FLAVOR	10
SOMETHING TO DO; BREAKS UP DAY, MONOTONY OF DAY	9
LIKE IT	6
Pleasant; I enjoy, like it	5
Make you feel good, better, happy	1
SATISFIES; SATISFYING	4
LIKE THE STIMULATING EFFECT	4
GOOD WITH FOOD; AFTER MEALS; WITH COFFEE	2
FILLS YOU UP BETWEEN MEALS; BETTER THAN FOOD	2
REFRESHING; REFRESHING TASTE	1
NEGATIVE ASSOCIATIONS	11
Not a good, a bad habit	6
Not good for you	2
Expensive; expensive habit	*
Other (negative associations)	3
ALL OTHER	3
DON'T KNOW OR NO ANSWER	7

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754086

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

6. If I were to say just "The City of Boston" to you, several things might come to mind. For example, you might think of the Boston Tea Party, Harvard University, baked beans, or a number of other things. On the other hand, the word "butter" might bring to your mind the words "eggs," or "margarine," or "buttercups," or "fat," or "yellow," or something else. Now, what comes to your mind when I say cigarettes?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
DESCRIPTIVE WORDS, PHRASES	30	30	28
Smoke	11	11	12
Smoking; smoking one	9	10	6
Tobacco	5	5	5
Filters	1	1	1
Other (descriptive words, phrases)	6	6	7
MENTIONED A CIGARETTE BRAND	18	18	19
POSITIVE ASSOCIATIONS	17	17	18
Enjoyment; pleasure; the good taste I get out of smoking	6	7	6
Relaxing; a way to relax	6	5	8
Wanting a cigarette	4	5	4
Other (positive associations)	1	1	1
NEGATIVE ASSOCIATIONS	7	6	7
Bad, disgusting habit; should quit smoking	3	3	2
Cancer	2	1	3
Harmful to health	*	*	1
Other (negative associations)	2	2	2
FOODS THAT GO WITH CIGARETTES	5	4	7
Coffee	3	2	5
Liquor	1	1	1
Other (foods that go with cigarettes)	1	1	1
CIGARETTE ADVERTISING; MENTIONED PARTICULAR SLOGAN	2	2	2
HABIT (no further information)	2	3	2
MENTIONED A CITY--i.e., RICHMOND, CHICAGO	1	1	1
ALL OTHER	3	3	3
DON'T KNOW	16	16	16
NO ANSWER	6	6	7

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754087

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

6. If I were to say just "The City of Boston" to you, several things might come to mind. For example, you might think of the Boston Tea Party, Harvard University, baked beans, or a number of other things. On the other hand, the word "butter" might bring to your mind the words "eggs," or "margarine," or "buttercups," or "fat," or "yellow," or something else. Now, what comes to your mind when I say cigarettes?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by Question 5: respondents who said: Something good about cigarettes	Something bad about cigarettes	Don't know
Number of respondents	2064 (100%)	1805 (100%)	219 (100%)	79** (100%)
	%	%	%	%
DESCRIPTIVE WORDS, PHRASES	30	30	26	22
Smoke	11	11	11	11
Smoking; smoking one	9	9	9	5
Tobacco	5	5	1	3
Filters	1	1	1	-
Other (descriptive words, phrases)	6	7	7	3
MENTIONED A CIGARETTE BRAND	18	19	15	13
POSITIVE ASSOCIATIONS	17	18	11	11
Enjoyment; pleasure; the good taste I get out of smoking	6	7	3	1
Relaxing; a way to relax	6	6	4	3
Wanting a cigarette	4	5	4	6
Other (positive associations)	1	1	1	1
NEGATIVE ASSOCIATIONS	7	6	16	6
Bad, disgusting habit; should quit smoking	3	2	9	1
Cancer	2	2	3	1
Harmful to health	*	*	1	1
Other (negative associations)	2	2	4	3
FOODS THAT GO WITH CIGARETTES	5	5	4	6
Coffee	3	3	4	3
Liquor	1	1	*	1
Other (foods that go with cigarettes)	1	1	*	3
CIGARETTE ADVERTISING; MENTIONED PARTICULAR SLOGAN	2	2	1	3
HABIT (no further information)	2	2	5	3
MENTIONED A CITY--i.e., RICHMOND, CHICAGO	1	1	*	-
ALL OTHER	3	3	5	1
DON'T KNOW	16	15	20	28
NO ANSWER	6	6	4	10

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754088

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7a. Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head. "The best cigarette of the day is the one I have when _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
AFTER EATING	40	42	36
After a meal; finished eating (no further information)	19	22	14
After breakfast, finished breakfast, coffee	12	11	14
After supper in the evenings; after dinner (no further information)	6	6	6
After a good, big, hot meal, dinner	1	1	*
Other (after eating)	2	2	2
IN THE MORNING; WHEN I FIRST WAKE UP; THE FIRST ONE IN THE MORNING	27	28	24
WITH DRINKING, EATING	9	7	13
With my breakfast, morning coffee	5	3	8
When I'm drinking coffee; with a cup of coffee	3	3	3
When I have a highball, beer	*	*	1
When I'm drinking (no further information)	*	-	*
Other (with drinking, eating)	1	1	1
I'M RELAXING; AFTER WORK; WATCHING TV; NOT BUSY	9	8	11
ALL THE TIME; THEY ARE ALL THE SAME; WHEN I HAVE ONE	2	3	1
BEFORE I GO TO BED; LAST ONE AT NIGHT	2	2	2
I'M TIRED	2	2	2
WHEN I WANT, NEED A CIGARETTE	1	2	*
IN THE EVENING; UP LATE; CAN'T SLEEP	1	1	3
I'M NERVOUS, TENSE	1	*	2
I HAVEN'T HAD ONE FOR A WHILE	*	*	*
ALL OTHER	4	4	3
DON'T KNOW OR NO ANSWER	4	4	3

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754089

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7a. Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head. "The best cigarette of the day is the one I have when _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
AFTER EATING	40	35	45	41	35	30
After a meal; finished eating (no further information)	19	13	18	22	18	12
After breakfast, finished breakfast, coffee	12	10	14	11	11	12
After supper in the evenings; after dinner (no further information)	6	8	9	6	3	5
After a good, big, hot meal, dinner	1	1	1	1	*	1
Other (after eating)	2	3	3	1	3	2
IN THE MORNING; WHEN I FIRST WAKE UP; THE FIRST ONE IN THE MORNING	27	15	19	28	32	44
WITH DRINKING, EATING	9	8	10	9	10	8
With my breakfast, morning coffee	5	3	4	5	7	5
When I'm drinking coffee; with a cup of coffee	3	3	5	3	2	2
When I have a highball, beer	*	1	*	*	*	*
When I'm drinking (no further information)	*	-	*	-	-	-
Other (with drinking, eating)	1	1	1	1	1	1
I'M RELAXING; AFTER WORK; WATCHING TV; NOT BUSY	9	18	11	7	8	7
ALL THE TIME; THEY ARE ALL THE SAME; WHEN I HAVE ONE	2	2	1	2	3	4
BEFORE I GO TO BED; LAST ONE AT NIGHT	2	1	2	2	2	1
I'M TIRED	2	3	2	2	2	1
WHEN I WANT, NEED A CIGARETTE	1	2	2	2	*	1
IN THE EVENING; UP LATE; CAN'T SLEEP	1	5	1	1	2	*
I'M NERVOUS, TENSE	1	1	1	1	*	-
I HAVEN'T HAD ONE FOR A WHILE	*	1	-	*	*	*
ALL OTHER	4	5	3	4	3	2
DON'T KNOW OR NO ANSWER	4	5	5	3	4	2

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754090

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7a. Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head. "The best cigarette of the day is the one I have when _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2064 (100%)	702 (100%)	330 (100%)	996 (100%)
	%	%	%	%
AFTER EATING	40	38	38	41
After a meal; finished eating (no further information)	19	20	20	18
After breakfast, finished breakfast, coffee	12	11	11	12
After supper in the evenings; after dinner (no further information)	6	5	6	8
After a good, big, hot meal, dinner	1	*	*	1
Other (after eating)	2	2	1	2
IN THE MORNING; WHEN I FIRST WAKE UP; THE FIRST ONE IN THE MORNING	27	30	31	24
WITH DRINKING, EATING	9	8	8	11
With my breakfast, morning coffee	5	4	5	6
When I'm drinking coffee; with a cup of coffee	3	2	2	4
When I have a highball, beer	*	*	*	*
When I'm drinking (no further information)	*	-	*	-
Other (with drinking, eating)	1	2	1	1
I'M RELAXING; AFTER WORK; WATCHING TV; NOT BUSY	9	8	8	9
ALL THE TIME; THEY ARE ALL THE SAME; WHEN I HAVE ONE	2	2	1	2
BEFORE I GO TO BED; LAST ONE AT NIGHT	2	2	2	2
I'M TIRED	2	2	2	2
WHEN I WANT, NEED A CIGARETTE	1	2	2	1
IN THE EVENING; UP LATE; CAN'T SLEEP	1	1	2	2
I'M NERVOUS, TENSE	1	1	1	1
I HAVEN'T HAD ONE FOR A WHILE	*	*	1	*
ALL OTHER	4	4	5	3
DON'T KNOW OR NO ANSWER	4	3	3	4

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754091

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7b. "I am inclined to smoke more when I'm _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
(1) NERVOUS, TENSE	28	22	39
(1) WORKING, BUSY; ON THE JOB	12	15	5
(2) IDLE; DOING NOTHING	11	13	7
(2) RELAXING, LOAFING; AFTER WORK; WATCHING TV	10	11	8
(2) NOT WORKING; NOT BUSY (no further information)	8	10	5
(1) WORRIED, UPSET; GOT SOMETHING ON MY MIND	8	7	10
(2) DRINKING	5	7	3
(2) TALKING, VISITING WITH PEOPLE; BEING SOCIAL	5	3	10
(4) TIRED	5	4	5
(2) ALONE, LONESOME	4	2	7
(1) EXCITED, MAD	2	2	2
RIDING IN A CAR; DRIVING	2	3	*
(3) PLAYING CARDS	2	1	3
IN THE EVENING; UP LATER; CAN'T SLEEP	1	1	1
BORED	*	1	-
WITH OTHER SMOKERS	*	*	1
WANT, NEED A CIGARETTE	*	*	-
HUNGRY	*	*	1
DOING HOUSEWORK	*	*	1
SMOKE SAME AMOUNT, SMOKE ABOUT ALL THE TIME	*	*	*
ALL OTHER	3	4	2
DON'T KNOW OR NO ANSWER	2	3	1

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/mnk0000

1001754092

7b. "I'm inclined to smoke more when I'm _____."

Asked of respondents who smoke cigarettes-- 41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
NERVOUS, TENSE	28	26 ✓	27	29	29	28
WORKING, BUSY; ON THE JOB	12	7 ✓	10	12	14	13
IDLE; DOING NOTHING	11	6	11	12	9	12
RELAXING, LOAFING; AFTER WORK; WATCHING TV	10	10	11	9	8	13
NOT WORKING; NOT BUSY (no further information)	8	4	8	9	11	7
WORRIED, UPSET; GOT SOMETHING ON MY MIND	8	11 ✓	9	8	6	6
DRINKING	5	6	6	4	7	5
TALKING, VISITING WITH PEOPLE; BEING SOCIAL	5	8	9	4	4	2
TIRED	5	9	4	5	3	2
ALONE, LONESOME	4	7	4	4	3	2
EXCITED, MAD	2	3 ✓	3	2	2	2
RIDING IN A CAR; DRIVING	2	2	1	2	2	2
PLAYING CARDS	2	1	3	1	3	2
IN THE EVENING; UP LATER; CAN'T SLEEP	1	1	1	1	2	1
BORED	*	1	*	1	*	*
WITH OTHER SMOKERS	*	1	1	*	1	-
WANT, NEED A CIGARETTE	*	-	*	*	*	*
HUNGRY	*	-	*	1	-	-
DOING HOUSEWORK	*	-	*	1	*	*
SMOKE SAME AMOUNT, SMOKE ABOUT ALL THE TIME	*	-	-	*	-	1
ALL OTHER	3	7	4	2	4	4
DON'T KNOW OR NO ANSWER	2	3	3	3	2	1

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754093

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7b. "I'm inclined to smoke more when I'm _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers		Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2064 (100%)		702 (100%)	330 (100%)	996 (100%)
	%		%	%	%
NERVOUS, TENSE	28	(1)	23	25	33
WORKING, BUSY; ON THE JOB	12	(1)	13	13	10
IDLE; DOING NOTHING	11		12	10	11
RELAXING, LOAFING; AFTER WORK; WATCHING TV	10		12	9	9
NOT WORKING; NOT BUSY (no further information)	8		11	7	8
WORRIED, UPSET; GOT SOMETHING ON MY MIND	8	(1)	8	10	8
DRINKING	5		6	6	5
TALKING, VISITING WITH PEOPLE; BEING SOCIAL	5		3	5	7
TIRED	5		5	4	5
ALONE, LONESOME	4		4	4	5
EXCITED, MAD	2	(1)	1	2	2
RIDING IN A CAR; DRIVING	2		2	2	2
PLAYING CARDS	2		1	2	2
IN THE EVENING; UP LATER; CAN'T SLEEP	1		1	1	1
BORED	*		1	-	1
WITH OTHER SMOKERS	*		*	1	*
WANT, NEED A CIGARETTE	*		*	1	*
HUNGRY	*		*	*	*
DOING HOUSEWORK	*		*	1	1
SMOKE SAME AMOUNT, SMOKE ABOUT ALL THE TIME	*		1	1	-
ALL OTHER	3		4	4	2
DON'T KNOW OR NO ANSWER	2		3	2	2

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/mkk0000

1001754094

7c. "The trouble with cigarettes is that they _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
ARE HABIT FORMING; MAKE YOU SMOKE MORE AND MORE; BAD HABIT	24	21	29
PHYSICALLY HARMFUL	22	26	17
Make you cough; affect your throat	8	10	5
Are harmful; injure your health; contain harmful elements (no further information)	6	6	5
Harmful to your lungs, wind, breathing	3	4	2
Cause, could cause cancer	1	1	1
Injure, hurt your eyesight	*	*	*
Other (physically harmful)	5	5	5
COST TOO MUCH; ARE TOO EXPENSIVE; EXPENSIVE HABIT	16	17	16
ARE MESSY, DIRTY	4	3	6
ARE TOO SHORT; DON'T LAST LONG ENOUGH; BURN TOO FAST	3	3	3
LEAVE A BAD TASTE IN YOUR MOUTH; AFTER-TASTE; BAD BREATH	3	3	3
INDICATES THERE IS NO TROUBLE	3	3	3
I SMOKE TOO MANY; WANT TO QUIT	2	2	2
INDICATE GOOD, POSITIVE EFFECT	2	2	2
Relax, quiet; help calm you	1	1	1
Satisfy	*	*	*
Other (indicate good, positive effect)	1	1	1
SMELL BAD IN HOUSE; LEAVE STALE ODOR	1	1	2
TAKE AWAY YOUR APPETITE	1	1	1
CONTAIN NICOTINE	1	1	1
STAIN YOUR TEETH, FINGERS	1	*	1
TASTE BAD; DON'T TASTE GOOD	1	1	1
ARE NO GOOD, SHOULDN'T BE MADE	*	*	*
ALL OTHER	4	5	4
DON'T KNOW OR NO ANSWER	16	16	15

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754095

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7c. "The trouble with cigarettes is that they _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
ARE HABIT FORMING; MAKE YOU SMOKE MORE AND MORE; BAD HABIT	24	14	25	25	27	24
PHYSICALLY HARMFUL	22	22	19	23	24	25
Make you cough; affect your throat	8	6	5	9	10	13
Are harmful; injure your health; contain harmful elements (no further information)	6	3	6	7	5	5
Harmful to your lungs, wind, breathing	3	3	3	4	3	3
Cause, could cause cancer	1	1	2	*	-	-
Injure, hurt your eyesight	*	1	*	*	-	*
Other (physically harmful)	5	8	6	4	6	4
COST TOO MUCH; ARE TOO EXPENSIVE; EXPENSIVE HABIT	16	19	15	17	18	13
ARE MESSY, DIRTY	4	3	4	5	2	3
ARE TOO SHORT; DON'T LAST LONG ENOUGH; BURN TOO FAST	3	3	3	3	5	4
LEAVE A BAD TASTE IN YOUR MOUTH; AFTERTASTE; BAD BREATH	3	6	4	3	2	3
INDICATES THERE IS NO TROUBLE	3	4	3	3	3	4
I SMOKE TOO MANY; WANT TO QUIT	2	2	2	3	3	1
INDICATE GOOD, POSITIVE EFFECT	2	1	2	2	1	1
Relax, quiet; help calm you	1	1	*	1	*	*
Satisfy	*	-	-	1	-	-
Other (indicate good, positive effect)	1	-	2	*	*	1
SMELL BAD IN HOUSE; LEAVE STALE ODOR	1	2	2	1	*	2
TAKE AWAY YOUR APPETITE	1	1	1	1	1	-
CONTAIN NICOTINE	1	2	*	1	*	1
STAIN YOUR TEETH, FINGERS	1	-	*	1	2	1
TASTE BAD; DON'T TASTE GOOD	1	1	*	1	1	1
ARE NO GOOD, SHOULDN'T BE MADE	*	-	*	*	-	1
ALL OTHER	4	8	4	3	5	5
DON'T KNOW OR NO ANSWER	16	17	19	15	12	14

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754096

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7c. "The trouble with cigarettes is that they _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2064 (100%)	702 (100%)	330 (100%)	996 (100%)
	%	%	%	%
ARE HABIT FORMING; MAKE YOU SMOKE MORE AND MORE; BAD HABIT	24	23	21	26
PHYSICALLY HARMFUL	22	23	22	23
Make you cough; affect your throat	8	8	10	8
Are harmful; injure your health; contain harmful elements (no further information)	6	6	5	6
Harmful to your lungs, wind, breathing	3	4	3	3
Cause, could cause cancer	1	1	*	*
Injure, hurt your eyesight	*	*	*	*
Other (physically harmful)	5	4	4	6
COST TOO MUCH; ARE TOO EXPENSIVE; EXPENSIVE HABIT	16	16	16	17
ARE MESSY, DIRTY	4	3	5	5
ARE TOO SHORT; DON'T LAST LONG ENOUGH; BURN TOO FAST	3	3	4	3
LEAVE A BAD TASTE IN YOUR MOUTH; AFTERTASTE; BAD BREATH	3	3	4	3
INDICATES THERE IS NO TROUBLE	3	4	1	3
I SMOKE TOO MANY; WANT TO QUIT	2	3	2	2
INDICATE GOOD, POSITIVE EFFECT	2	2	2	1
Relax, quiet; help calm you	1	1	1	1
Satisfy	*	*	*	-
Other (indicate good, positive effect)	1	1	1	*
SMELL BAD IN HOUSE; LEAVE STALE ODOR	1	1	1	1
TAKE AWAY YOUR APPETITE	1	1	1	1
CONTAIN NICOTINE	1	1	*	1
STAIN YOUR TEETH, FINGERS	1	1	*	1
TASTE BAD; DON'T TASTE GOOD	1	*	1	1
ARE NO GOOD, SHOULDN'T BE MADE	*	*	-	*
ALL OTHER	4	4	5	4
DON'T KNOW OR NO ANSWER	16	18	17	14

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754097

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7d. "Every once in a while a cigarette tastes unusually good. With me it's when _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
AFTER EATING	33	36	27
After a meal; finished eating (no further information)	25	27	21
After a good, big, hot meal, dinner	3	4	2
After breakfast; finished breakfast, coffee	2	2	2
After supper in the evening; after dinner (no further information)	2	2	2
Other (after eating)	1	1	*
WITH DRINKING, EATING	13	11	16
When I'm drinking coffee; with a cup of coffee	7	5	9
When I have a highball, beer	3	4	3
With my breakfast, morning coffee	1	1	2
When I'm drinking (no further information)	*	*	*
Other (with drinking, eating)	2	1	2
I HAVEN'T HAD ONE FOR A WHILE	12	13	11
I'M RELAXING; AFTER WORK; WATCHING TV; NOT BUSY	9	9	10
I'M TIRED	8	6	10
IN THE MORNING; WHEN I FIRST WAKE UP; THE FIRST ONE IN THE MORNING	6	8	3
I'M NERVOUS, TENSE	3	2	4
ALL THE TIME; THEY ARE ALL THE SAME; WHEN I HAVE ONE	2	2	2
I'M WORRIED, UPSET; GOT SOMETHING ON MY MIND	1	1	2
BEFORE I GO TO BED; LAST ONE AT NIGHT	1	1	1
WHEN I WANT, NEED A CIGARETTE	1	1	1
I'M ALONE, LONESOME	1	*	1
IN THE EVENING; UP LATE; CAN'T SLEEP	*	*	1
I'M EXCITED, MAD	*	*	*
ALL OTHER	7	6	8
DON'T KNOW OR NO ANSWER	9	8	9

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754098

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7d. "Every once in a while a cigarette tastes unusually good. With me it's when _____."

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
AFTER EATING	33	28	31	35	34	28
After a meal; finished eating (no further information)	25	20	24	27	26	21
After a good, big, hot meal, dinner	3	3	2	3	4	3
After breakfast; finished breakfast, coffee	2	2	2	2	1	1
After supper in the evening; after dinner (no further information)	2	2	2	2	2	2
Other (after eating)	1	1	1	1	1	1
WITH DRINKING, EATING	13	10	17	11	14	14
When I'm drinking coffee; with a cup of coffee	7	4	8	6	7	7
When I have a highball, beer	3	3	5	2	4	4
With my breakfast, morning coffee	1	1	1	1	2	2
When I'm drinking (no further information)	*	-	-	*	*	*
Other (with drinking, eating)	2	2	3	2	1	1
I HAVEN'T HAD ONE FOR A WHILE	12	3	10	13	17	15
I'M RELAXING; AFTER WORK; WATCHING TV; NOT BUSY	9	11	11	8	8	8
I'M TIRED	8	9	9	7	7	7
IN THE MORNING; WHEN I FIRST WAKE UP; THE FIRST ONE IN THE MORNING	6	2	4	7	6	9
I'M NERVOUS, TENSE	3	4	3	2	2	4
ALL THE TIME; THEY ARE ALL THE SAME; WHEN I HAVE ONE	2	2	1	2	1	5
I'M WORRIED, UPSET; GOT SOMETHING ON MY MIND	1	2	1	1	*	2
BEFORE I GO TO BED; LAST ONE AT NIGHT	1	1	*	1	1	*
WHEN I WANT, NEED A CIGARETTE	1	1	*	1	*	1
I'M ALONE, LONESOME	1	1	1	*	1	-
IN THE EVENING; UP LATE; CAN'T SLEEP	*	1	1	*	-	*
I'M EXCITED, MAD	*	1	*	*	-	*
ALL OTHER	7	11	7	7	8	4
DON'T KNOW OR NO ANSWER	9	16	9	9	5	5

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754099

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7d. "Every once in a while a cigarette tastes unusually good. With me it's when _____."

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2064 (100%)	702 (100%)	330 (100%)	996 (100%)
	%	%	%	%
AFTER EATING	33	35	34	31
After a meal; finished eating (no further information)	25	26	26	24
After a good, big, hot meal, dinner	3	3	3	3
After breakfast; finished breakfast, coffee	2	2	3	1
After supper in the evening; after dinner (no further information)	2	3	1	2
Other (after eating)	1	1	1	1
WITH DRINKING, EATING	13	12	12	14
When I'm drinking coffee; with a cup of coffee	7	5	7	7
When I have a highball, beer	3	3	2	4
With my breakfast, morning coffee	1	1	2	2
When I'm drinking (no further information)	*	*	*	*
Other (with drinking, eating)	2	3	1	1
I HAVEN'T HAD ONE FOR A WHILE	12	12	10	13
I'M RELAXING; AFTER WORK; WATCHING TV; NOT BUSY	9	9	8	10
I'M TIRED	8	6	8	8
IN THE MORNING; WHEN I FIRST WAKE UP; THE FIRST ONE IN THE MORNING	6	8	7	5
I'M NERVOUS, TENSE	3	1	2	4
ALL THE TIME; THEY ARE ALL THE SAME; WHEN I HAVE ONE	2	2	3	1
I'M WORRIED, UPSET; GOT SOMETHING ON MY MIND	1	2	2	1
BEFORE I GO TO BED; LAST ONE AT NIGHT	1	1	2	1
WHEN I WANT, NEED A CIGARETTE	1	1	1	1
I'M ALONE, LONESOME	1	*	*	1
IN THE EVENING; UP LATE; CAN'T SLEEP	*	*	1	*
I'M EXCITED, MAD	*	*	*	*
ALL OTHER	7	7	9	6
DON'T KNOW OR NO ANSWER	9	8	8	9

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754100

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7e. "The advertising for cigarettes is _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
DISLIKE THE ADVERTISING BECAUSE	43	43	42
The quantity is too much; overdone	10	10	10
Silly; idiotic; foolish	8	7	10
Exaggerated; too strongly put	7	7	6
Not true, or not always true; it's false	7	8	4
Bad; terrible; obnoxious; distasteful	5	5	4
Monotonous; tiresome; boring	3	2	3
Conflicting ads, claims; each claims to be the best	2	2	2
For benefit of manufacturer--not the public; for money making	2	2	1
Other (dislike the advertising)	4	4	4
LIKE THE ADVERTISING BECAUSE	18	17	19
It's good; nice; fine	8	8	6
Comical; funny; entertaining	3	2	4
It's great; excellent; perfect	2	2	3
Informative--learn of different brands; good way to influence public--sell more	2	2	2
Attractive, colorful; pleasing to look at and hear	1	1	1
Interesting (no further information)	1	1	1
Other (like the advertising)	2	1	2
DOESN'T MEAN ANYTHING TO ME OR OTHERS; DON'T PAY ANY ATTENTION TO IT	5	5	5
PLENTIFUL; EVERYWHERE; IN LARGE QUANTITY	4	5	4
TO SELL MORE CIGARETTES; SUGGEST NEW CIGARETTES TO SMOKE	3	4	3
MENTIONED A BRAND OR SLOGAN ADVERTISED	3	3	3
IT'S ALL RIGHT; FAIR; COULD BE WORSE	3	3	3
COSTLY; EXPENSIVE	1	2	1
MENTIONED A SPECIFIC QUALITY OF CIGARETTES ADVERTISED	1	1	1
ALL OTHER	3	3	2
DON'T KNOW OR NO ANSWER	18	17	18

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754101

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7e. "The advertising for cigarettes is _____."

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarette	King size cigarette	Filter tip cigarette
Number of respondents	2064 (100%)	702 (100%)	330 (100%)	996 (100%)
	%	%	%	%
DISLIKE THE ADVERTISING BECAUSE:	43	41	39	45
The quantity is too much; overdone	10	9	7	11
Silly; idiotic; foolish	8	6	8	9
Exaggerated; too strongly put	7	7	7	6
Not true, or not always true; it's false	7	7	6	6
Bad; terrible; obnoxious, distasteful	5	4	6	4
Monotonous; tiresome; boring	3	3	2	3
Conflicting ads, claims; each claims to be the best	2	3	1	3
For benefit of manufacturer--not the public; for money making	2	2	1	2
Other (dislike the advertising)	4	4	4	4
LIKE THE ADVERTISING BECAUSE	18	17	17	20
It's good; nice; fine	8	8	8	8
Comical; funny; entertaining	3	2	2	3
It's great; excellent; perfect	2	3	1	3
Informative--learn of different brands; good way to influence public--sell more	2	1	2	2
Attractive, colorful; pleasing to look at and hear	1	1	1	1
Interesting (no further information)	1	1	2	1
Other (like the advertising)	2	1	2	2
DOESN'T MEAN ANYTHING TO ME OR OTHERS; DON'T PAY ANY ATTENTION TO IT	5	5	5	5
PLENTIFUL; EVERYWHERE; IN LARGE QUANTITY	4	5	6	4
TO SELL MORE CIGARETTES; SUGGEST NEW CIGARETTES TO SMOKE	3	4	4	3
MENTIONED A BRAND OR SLOGAN ADVERTISED	3	3	3	3
IT'S ALL RIGHT; FAIR; COULD BE WORSE	3	4	2	3
COSTLY; EXPENSIVE	1	1	2	1
MENTIONED A SPECIFIC QUALITY OF CIGARETTES ADVERTISED	1	1	2	1
ALL OTHER	3	3	3	2
DON'T KNOW OR NO ANSWER	18	17	21	16

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754102

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7f. "I would smoke more if they _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
I WOULDN'T OR COULDN'T SMOKE ANY MORE; SMOKING TOO MUCH NOW; NOT ENOUGH TIME IN THE DAY	27	27	27
WERE CHEAPER; COST LESS; WERE NOT EXPENSIVE	17	17	17
WERE NOT PHYSICALLY HARMFUL	9	10	9
Were not harmful, didn't injure your health if I knew they were good, safe for me (no further information)	5	6	5
Did not make me cough; didn't affect my throat	2	2	1
Did not cause cancer, prove they didn't cause cancer, lung cancer	1	1	2
Did not affect, harm your lungs	*	*	-
Did not hurt, injure your eyesight	*	*	-
Other (were not physically harmful)	1	1	1
IMPROVED THE TASTE, FLAVOR	2	2	2
HAD LESS NICOTINE, TAR	1	1	1
WERE MILDER; NOT SO STRONG	1	1	2
WOULD GET, MAKE A GOOD, MORE EFFECTIVE FILTER	1	1	*
ADVERTISE LESS; IMPROVE CIGARETTE ADVERTISING	1	1	1
WERE LONGER	1	1	1
WERE NOT HABIT-FORMING	1	*	1
PERMITTED TO SMOKE IN OFFICE, AT HOME	*	*	1
LEFT A BETTER TASTE IN YOUR MOUTH	*	*	*
STOP ADVERTISING, TALKING ABOUT BAD EFFECTS	*	*	1
PUT MY BRAND IN (BOX) (PAPER PACKAGE)	*	*	*
ALL OTHER	5	5	5
DON'T KNOW OR NO ANSWER	35	35	34

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754103

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7f. "I would smoke more if they _____."

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or over
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
I WOULDN'T OR COULDN'T SMOKE ANY MORE; SMOKING TOO MUCH NOW; NOT ENOUGH TIME IN THE DAY	27	18	20	29	27	42
WERE CHEAPER; COST LESS; WERE NOT EXPENSIVE	17	17	18	17	17	13
WERE NOT PHYSICALLY HARMFUL	9	8	10	10	11	7
Were not harmful; didn't injure your health; if I knew they were good, safe for me (no further information)	5	4	6	6	7	3
Did not make me cough; didn't affect my throat	2	1	2	2	1	2
Did not cause cancer; prove they didn't cause cancer, lung cancer	1	-	1	1	1	1
Did not affect, harm your lungs	*	-	-	*	1	-
Did not hurt, injure your eyesight	*	-	*	-	-	-
Other (were not physically harmful)	1	3	1	1	1	1
IMPROVED THE TASTE, FLAVOR	2	4	3	1	1	1
HAD LESS NICOTINE, TAR	1	2	2	1	1	-
WERE MILDER; NOT SO STRONG	1	2	2	1	1	1
WOULD GET, MAKE A GOOD, MORE EFFECTIVE FILTER	1	1	1	1	1	1
ADVERTISE LESS; IMPROVE CIGARETTE ADVERTISING	1	1	1	1	*	*
WERE LONGER	1	1	1	1	*	-
WERE NOT HABIT-FORMING	1	2	1	*	*	-
PERMITTED TO SMOKE IN OFFICE, AT HOME	*	1	1	*	1	-
LEFT A BETTER TASTE IN YOUR MOUTH	*	1	*	*	1	*
STOP ADVERTISING, TALKING ABOUT BAD EFFECTS	*	-	*	*	*	1
PUT MY BRAND IN (BOX) (PAPER PACKAGE)	*	-	*	1	-	-
ALL OTHER	5	9	5	4	4	7
DON'T KNOW OR NO ANSWER	35	36	36	35	35	30

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

7f. "I would smoke more if they _____."

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2064 (100%)	702 (100%)	330 (100%)	996 (100%)
	%	%	%	%
I WOULDN'T OR COULDN'T SMOKE ANY MORE; SMOKING TOO MUCH NOW; NOT ENOUGH TIME IN THE DAY	27	25	27	28
WERE CHEAPER; COST LESS; WERE NOT EXPENSIVE	17	20	20	15
WERE NOT PHYSICALLY HARMFUL	9	9	7	11
Were not harmful; didn't injure your health; if I knew they were good, safe for me (no further information)	5	6	2	7
Did not make me cough; didn't affect my throat	2	1	3	2
Did not cause cancer; prove they didn't cause cancer, lung cancer	1	1	1	1
Did not affect, harm your lungs	*	*	*	*
Did not hurt, injure your eyesight	*	-	-	*
Other (were not physically harmful)	1	1	1	1
IMPROVED THE TASTE, FLAVOR	2	2	3	2
HAD LESS NICOTINE, TAR	1	1	1	1
WERE MILDER; NOT SO STRONG	1	1	1	2
WOULD GET, MAKE A GOOD, MORE EFFECTIVE FILTER	1	1	*	1
ADVERTISE LESS; IMPROVE CIGARETTE ADVERTISING	1	1	*	1
WERE LONGER	1	1	*	*
WERE NOT HABIT-FORMING	1	1	-	1
PERMITTED TO SMOKE IN OFFICE, AT HOME	*	*	1	1
LEFT A BETTER TASTE IN YOUR MOUTH	*	1	-	*
STOP ADVERTISING, TALKING ABOUT BAD EFFECTS	*	*	-	1
PUT MY BRAND IN (BOX) (PAPER PACKAGE)	*	-	1	-
ALL OTHER	5	4	4	6
DON'T KNOW OR NO ANSWER	35	35	36	34

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754105

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

8. How many cigarettes do you usually smoke a day?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
6 OR LESS	9	6	14
7 - 15	23	17	32
16 - 25	45	49	40
26 - 35	13	15	9
36 - 45	8	11	4
46 - 55	1	1	1
56 OR MORE	1	1	*
DON'T KNOW OR NO ANSWER	*	*	-
	#	#	#
Average number of cigarettes smoked a day	20.16	21.93	17.14

*Less than .5 per cent

1001754106

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

8. How many cigarettes do you usually smoke a day?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:				
		18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
6 OR LESS	9	17	10	8	8	10
7 - 15	23	25	26	20	22	24
16 - 25	45	49	50	47	44	42
26 - 35	13	6	9	14	16	11
36 - 45	8	2	3	9	9	11
46 - 55	1	1	1	2	*	1
56 OR MORE	1	-	*	*	1	1
DON'T KNOW OR NO ANSWER	23 *	9 -	13 1	25 -	26 -	24 *
	#	#	#	#	#	#
Average number of cigarettes smoked a day	20.16	16.55	18.28	20.78	20.69	20.49

*Less than .5 per cent

1001754107

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

8. How many cigarettes do you usually smoke a day?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose economic level is: A or B	C	D
Number of respondents	2064 (100%)	460 (100%)	1126 (100%)	450 (100%)
	%	%	%	%
6 OR LESS	9	7	9	13
7 - 15	23	22	21	27
16 - 25	45	45	46	43
26 - 35	13	14	14	9
36 - 45	8	10	8	6
46 - 55	1	1	1	1
56 OR MORE	1	1	1	1
DON'T KNOW OR NO ANSWER	*	-	*	*
	#	#	#	#
Average number of cigarettes smoked a day	20.16	21.22	20.43	18.46

*Less than .5 per cent

1001754108

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

8. How many cigarettes do you usually smoke a day?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who live in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2064 (100%)	151 (100%)	424 (100%)	414 (100%)	177 (100%)	325 (100%)	156 (100%)	165 (100%)	71** (100%)	181 (100%)
	%	%	%	%	%	%	%	%	%	%
6 OR LESS	9	7	9	8	10	8	6	15	16	9
7 - 15	23	17	20	25	20	26	17	27	27	24
16 - 25	45	48	48	47	50	44	46	35	39	40
26 - 35	13	13	11	13	10	14	19	14	6	16
36 - 45	8	12	9	7	6	7	11	7	10	8
46 - 55	1	2	2	*	1	1	1	1	-	1
56 OR MORE	1	1	1	*	2	-	-	1	1	1
DON'T KNOW OR NO ANSWER	*	-	*	-	1	-	-	-	1	1
	#	#	#	#	#	#	#	#	#	#
Average number of cigarettes smoked a day	20.16	22.21	20.76	19.30	20.18	19.54	21.83	18.99	18.44	20.43

**Percentages based on less than 100 cases are often unreliable.

1001754109

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

8. How many cigarettes do you usually smoke a day?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes	Mentholated cigarettes
Number of respondents	2064 (100%)	684 (100%)	330 (100%)	872 (100%)	142 (100%)
	%	%	%	%	%
6 OR LESS	9	6	8	11	15
7 - 15	23	18	26	25	24
16 - 25	45	49	43	44	39
26 - 35	13	15	13	12	13
36 - 45	8	10	8	7	7
46 - 55	1	1	1	1	2
56 OR MORE	1	1	1	*	-
DON'T KNOW OR NO ANSWER	*	*	-	*	-
	#	#	#	#	#
Average number of cigarettes smoked a day	20.16	21.73	20.02	19.23	19.08

*Less than .5 per cent

1001754110

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

9. Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
SMOKING MORE NOW THAN A YEAR AGO	18	14	24
SMOKING LESS NOW THAN A YEAR AGO	13	12	14
SMOKING SAME AS A YEAR AGO	69	73	62
DON'T KNOW OR NO ANSWER	*	1	*

*Less than .5 per cent

1001754111

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

9. Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are: 18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
SMOKING MORE NOW THAN A YEAR AGO	18	31	26	19	16	13
SMOKING LESS NOW THAN A YEAR AGO	13	14	16	11	11	14
SMOKING SAME AS A YEAR AGO	69	53	58	69	73	72
DON'T KNOW OR NO ANSWER	*	2	*	1	*	1

*Less than .5 per cent

10017541 12

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

9. Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or over
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
SMOKING MORE NOW THAN A YEAR AGO	18	17	15	16	27	28
SMOKING LESS NOW THAN A YEAR AGO	13	27	22	9	5	4
SMOKING SAME AS A YEAR AGO	69	55	63	75	68	67
DON'T KNOW OR NO ANSWER	*	1	*	*	*	1

*Less than .5 per cent

1001254113

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

9. Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago?

Asked of respondents who smoke cigarettes-- 41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2064 (100%)	702 (100%)	330 (100%)	996 (100%)
	%	%	%	%
SMOKING MORE NOW THAN A YEAR AGO	18	13	19	22
SMOKING LESS NOW THAN A YEAR AGO	13	10	13	14
SMOKING SAME AS A YEAR AGO	69	77	67	64
DON'T KNOW OR NO ANSWER	*	*	1	*

*Less than .5 per cent

1001754114

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

SUMMARY TABLE

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (cup of coffee, cigarettes, chewing gum, highball or cocktail, soft drinks) ? (Card shown respondent)

The figures in this table have been pro-rated leaving out those respondents who answered "Don't ever use, Other, Don't know" or gave no answer

	Cigarettes	Cup of coffee	Chewing gum	Highball or cocktail	Soft drinks
Number of respondents	1995 (100%)	926 (100%)	638 (100%)	579 (100%)	864 (100%)
	%	%	%	%	%
DISTINCTIVE	3	3	4	6	2
CLEAN	4	2	28	2	5
MILD	35	5	4	12	9
GIVES YOU A LIFT	27	36	5	39	21
MELLOW	11	7	3	12	4
RICH FLAVOR	20	42	37	15	14
COOL	4	*	5	18	54
HAS A GOOD AROMA	16	45	7	4	1
GENTLE	3	-	1	2	2
SATISFYING	54	35	19	29	33
NO IMPURITIES	1	1	3	1	2
SWEET	*	3	42	3	26
RELAXING	47	22	13	41	21
FRESHLY MADE	7	36	10	10	7

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754115

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good cup of coffee? (Card shown respondent) Any others?

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who are: Male	Female
Number of respondents	1022 (100%)	636 (100%)	386 (100%)
	%	%	%
Cup of coffee:			
HAS A GOOD AROMA	40	38	45
RICH FLAVOR	38	38	39
FRESHLY MADE	33	33	32
GIVES YOU A LIFT	32	30	37
SATISFYING	32	34	28
RELAXING	20	18	24
MELLOW	6	6	6
MILD	5	5	4
DISTINCTIVE	3	2	3
SWEET	3	3	3
CLEAN	2	2	2
NO IMPURITIES	1	1	1
COOL	*	*	-
GENTLE	-	-	-
DON'T EVER USE (volunteered)	6	5	7
OTHER, DON'T KNOW OR NO ANSWER	3	4	3

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754116

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good highball or cocktail? (Card shown respondent) Any others?

Asked of respondents who smoke cigarettes--
42% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who are: Male	Female
Number of respondents	1042 (100%)	668 (100%)	374 (100%)
Highball or cocktail:	%	%	%
RELAXING	23	23	22
GIVES YOU A LIFT	22	23	20
SATISFYING	16	17	15
COOL	10	9	11
RICH FLAVOR	8	9	7
MILD	7	5	9
MELLOW	6	7	5
FRESHLY MADE	5	5	6
DISTINCTIVE	4	4	3
HAS A GOOD AROMA	2	2	2
SWEET	2	1	3
CLEAN	1	2	*
GENTLE	1	1	1
NO IMPURITIES	*	*	*
DON'T EVER USE (volunteered)	37	36	39
OTHER, DON'T KNOW OR NO ANSWER	7	7	7

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754117

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

10b. Would you read down this list and tell me which of these words and phrases you would use to describe a really good cigarette? (Card shown respondent) Any others?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
Cigarette:	%	%	%
SATISFYING	52	51	54
RELAXING	45	41	52
MILD	34	34	35
GIVES YOU A LIFT	26	26	26
RICH FLAVOR	19	21	16
HAS A GOOD AROMA	16	16	16
MELLOW	11	10	12
FRESHLY MADE	7	7	8
COOL	4	4	4
CLEAN	3	3	3
DISTINCTIVE	3	3	2
GENTLE	3	2	3
NO IMPURITIES	1	1	1
SWEET	*	*	1
OTHER, DON'T KNOW OR NO ANSWER	3	3	3

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001254118

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

10b. Would you read down this list and tell me which of these words and phrases you would use to describe a really good cigarette? (Card shown respondent) Any others?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes	Mentholated cigarettes
Number of respondents	2064 (100%)	684 (100%)	330 (100%)	872 (100%)	142 (100%)
	%	%	%	%	%
Cigarette:					
SATISFYING	52	54	55	51	44
RELAXING	45	46	46	45	40
MILD	34	28	33	39	37
GIVES YOU A LIFT	26	27	26	25	27
RICH FLAVOR	19	23	18	16	23
HAS A GOOD AROMA	16	16	16	15	15
MELLOW	11	11	8	12	12
FRESHLY MADE	7	8	7	7	8
COOL	4	3	1	2	23
CLEAN	3	3	2	3	8
DISTINCTIVE	3	4	2	2	3
GENTLE	3	2	2	3	3
NO IMPURITIES	1	1	1	2	-
SWEET	*	1	1	*	-
OTHER, DON'T KNOW OR NO ANSWER	3	3	4	3	1

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754119

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

10c. Would you read down this list and tell me which of these words and phrases you would use to describe a piece of chewing gum? (Card shown respondent) Any others?

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who are: Male	Female
Number of respondents	1022 (100%)	636 (100%)	386 (100%)
	%	%	%
Chewing gum:			
SWEET	27	25	29
RICH FLAVOR	23	24	23
CLEAN	17	16	20
SATISFYING	12	11	13
RELAXING	8	7	10
FRESHLY MADE	6	6	7
HAS A GOOD AROMA	4	4	5
COOL	3	2	5
GIVES YOU A LIFT	3	3	3
MILD	2	3	1
DISTINCTIVE	2	2	3
MELLOW	2	2	1
NO IMPURITIES	2	2	1
GENTLE	1	1	-
DON'T EVER USE (volunteered)	27	29	23
OTHER, DON'T KNOW OR NO ANSWER	11	12	9

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754120

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

10c. Would you read down this list and tell me which of these words and phrases you would use to describe really good soft drinks? (Card shown respondent) Any others?

Asked of respondents who smoke cigarettes--42% of "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who are: Male	Female
Number of respondents	1042 (100%)	668 (100%)	374 (100%)
Soft drinks:	%	%	%
COOL	45	41	51
SATISFYING	28	27	29
SWEET	21	22	20
RELAXING	18	17	18
GIVES YOU A LIFT	17	14	22
RICH FLAVOR	12	13	10
MILD	7	7	7
FRESHLY MADE	6	6	6
CLEAN	4	5	3
MELLOW	3	3	3
GENTLE	2	2	1
NO IMPURITIES	2	1	2
DISTINCTIVE	1	1	1
HAS A GOOD AROMA	1	1	1
DON'T EVER USE (volunteered)	11	11	10
OTHER, DON'T KNOW OR NO ANSWER	6	7	6

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754121

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

11a. Forgetting about length, price, health and everything else except

Asked of respondents who smoke

	Total cigarette smokers	Analyzed by: Philip Morris	Marlboro	L & M	Viceroy	Chesterfield
Number of respondents	2064 (100%)	66** (100%)	106 (100%)	110 (100%)	116 (100%)	118 (100%)
	%	%	%	%	%	%
Best taste:						
CAMEL	17	1	2	2	2	4
PALL MALL	12	3	-	1	2	-
WINSTON	10	-	1	1	2	-
LUCKY STRIKE	10	2	2	2	1	2
KENT	7	-	-	-	1	-
CHESTERFIELD	6	-	-	3	1	92
VICEROY	5	-	1	-	83	-
L & M	5	-	1	85	2	-
MARLBORO	5	-	87	-	-	-
SALEM	3	3	-	-	-	-
PHILIP MORRIS	3	80	1	1	-	-
KOOL	3	-	-	-	-	-
Non-filter	1	-	-	-	-	-
Filter	2	-	-	-	-	-
OLD GOLD	2	-	-	-	1	1
Non-filter	1	-	-	-	1	1
Filter	1	-	-	-	-	-
TAREYTON	2	-	-	-	-	-
Non-filter	1	-	-	-	-	-
Filter	1	-	-	-	-	-
RALEIGH	2	2	-	-	-	-
Non-filter	1	2	-	-	-	-
Filter	1	-	-	-	-	-
PARLIAMENT	1	-	-	-	-	-
HIT PARADE	1	-	-	-	-	-
SPUD	*	-	-	-	-	-
OTHER NON-FILTER	1	1	-	-	1	-
OTHER FILTER	1	-	1	-	1	-
ALL NON-FILTERS (volunteered)	*	-	-	-	-	1
ALL FILTERS (volunteered)	*	-	-	2	-	-
DON'T KNOW OR NO ANSWER	4	8	4	3	3	-
Summary						
NON-FILTER	52	89	5	9	8	100
FILTER	38	-	91	88	89	-
MENTHOLATED	6	3	-	-	-	-
DON'T KNOW OR NO ANSWER	4	8	4	3	3	-

*Less than

**Percentages based on less than

1001754122

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

taste, which brand of cigarettes do you think has the best taste?

cigarettes--41% of total sample

Question 27: respondents who smoke:

Kent	Lucky Strike	Winston	Pall Mall	Camel	Other filter	Other non-filter
183 (100%)	194 (100%)	235 (100%)	249 (100%)	331 (100%)	246 (100%)	74** (100%)
%	%	%	%	%	%	%
3	1	5	2	96	2	4
2	2	1	92	*	2	3
1	-	90	-	*	*	-
2	93	1	1	1	2	-
76	-	-	-	-	3	-
1	1	1	-	*	1	1
1	-	1	-	1	-	-
1	-	-	*	-	*	-
2	-	-	-	-	-	-
1	-	-	1	-	26	-
1	-	-	-	-	*	3
2	-	-	-	-	12	23
.	.	.	.	.	1	23
2	-	-	-	-	11	-
1	-	*	*	-	11	23
1	-	*	-	-	2	23
-	-	-	*	-	9	-
-	-	-	-	-	8	14
-	-	-	-	-	*	14
-	-	-	-	-	8	-
1	-	-	*	-	6	14
1	-	-	-	-	*	14
-	-	-	*	-	6	-
-	-	-	*	-	6	-
-	-	-	-	-	5	-
-	-	-	-	-	1	-
1	-	-	-	-	1	11
-	-	-	-	*	8	-
-	-	-	*	1	-	-
-	-	*	-	-	-	-
4	3	1	4	1	6	4
13	97	8	93	98	11	73
80	-	91	2	1	44	-
3	-	-	1	-	39	23
4	3	1	4	1	6	4

.5 per cent
100 cases are often unreliable.

1001754123

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

11a. Forgetting about length, price, health and everything else except taste, which brand of cigarettes do you think has the best taste?

Asked of respondents who smoke cigarettes--41% of total sample

See p142, 54-5

Compare to 1958 % of ≠ in let for each brand.

		Total cigarette smokers	Analyzed by respondents who are: Male	Female
	Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
		%	%	%
	Best taste:			
14.6	CAMEL	17	24	7
13.4	PALL MALL	12	11	14
9.7	WINSTON	10	10	13
10.9	LUCKY STRIKE	10	12	6
8.3	KENT	7	5	12
6.7	CHESTERFIELD	6	7	4
4.8	VICEROY	5	3	8
6.0	L & M	5	4	7
4.8	MARLBORO	5	4	6
4.4	SALEM	3	3	4
2.8	PHILIP MORRIS	3	3	2
3.0	KOOL	3	2	3
	Non-filter	1	1	1
	Filter	2	1	2
1.6	OLD GOLD	2	2	2
	Non-filter	1	1	1
	Filter	1	1	1
	TAREYTON	2	1	3
	Non-filter	1	*	1
	Filter	1	1	2
1.7	RALEIGH	2	2	2
	Non-filter	1	1	1
	Filter	1	1	1
1.5	PARLIAMENT	1	*	1
	HIT PARADE	1	*	1
	SPUD	*	-	*
	OTHER NON-FILTER	1	1	1
	OTHER FILTER	1	1	2
	ALL NON-FILTERS (volunteered)	*	*	*
	ALL FILTERS (volunteered)	*	*	*
	DON'T KNOW OR NO ANSWER	4	5	2
	Summary			
	NON-FILTER	52	61	37
	FILTER	38	29	53
	MENTHOLATED	6	5	8
	DON'T KNOW OR NO ANSWER	4	5	2

*Less than .5 per cent

1001754124

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

11b. Which brand of cigarettes do you think has the worst taste?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
Worst taste:	%	%	%
CAMEL	14	10	20
CHESTERFIELD	8	8	8
KOOL	7	8	6
Non-filter	5	6	4
Filter	2	2	2
LUCKY STRIKE	7	5	10
OLD GOLD	6	5	6
Non-filter	5	5	5
Filter	1	*	1
PHILIP MORRIS	5	5	5
RALEIGH	3	3	3
Non-filter	2	3	2
Filter	1	*	1
KENT	2	3	1
WINSTON	2	2	2
PALL MALL	2	2	2
VICEROY	2	2	2
SALEM	2	2	2
L & M	2	2	2
TAREYTON	1	1	2
Non-filter	1	1	1
Filter	*	*	1
MARLBORO	1	1	1
PARLIAMENT	1	1	*
SPUD	1	1	-
HIT PARADE	1	1	*
OTHER NON-FILTER	2	3	1
OTHER FILTER	1	1	1
ALL MENTHOL (volunteered)	1	1	2
ALL NON-FILTERS (volunteered)	1	1	2
ALL FILTERS (volunteered)	2	2	2
DON'T KNOW OR NO ANSWER	26	30	20
Summary			
NON-FILTER	48	43	57
FILTER	15	16	13
MENTHOLATED	11	11	10
DON'T KNOW OR NO ANSWER	26	30	20

*Less than .5 per cent

10017541125

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

11b. Which brand of cigarettes

Asked of respondents who smoke

	Total cigarette smokers	Analyzed by: Philip Morris	Marlboro	L & M	Vicercy	Chesterfield
Number of respondents	2064 (100%)	66** (100%)	106 (100%)	110 (100%)	116 (100%)	118 (100%)
Worst taste:	%	%	%	%	%	%
CAMEL	14	16	28	19	20	8
CHESTERFIELD	8	12	7	9	10	-
KOOL	7	7	3	4	5	8
Non-filter	5	4	1	2	3	6
Filter	2	3	2	2	2	2
LUCKY STRIKE	7	3	14	6	5	4
OLD GOLD	6	9	7	6	6	8
Non-filter	5	7	7	6	3	6
Filter	1	2	-	-	3	2
PHILIP MORRIS	5	-	7	9	6	4
RALEIGH	3	3	2	4	-	6
Non-filter	2	3	2	3	-	3
Filter	1	-	-	1	-	3
KENT	2	2	2	1	3	5
WINSTON	2	3	1	3	2	2
PALL MALL	2	-	4	2	4	2
VICEROY	2	3	1	-	-	2
SALEM	2	3	3	3	2	-
L & M	2	2	2	-	3	1
TAREYTON	1	-	-	1	1	2
Non-filter	1	-	-	-	1	2
Filter	*	-	-	1	-	-
MARLBORO	1	-	-	5	1	2
PARLIAMENT	1	-	1	-	3	-
SPUD	1	-	-	-	1	-
HIT PARADE	1	-	-	1	-	-
OTHER NON-FILTER	2	3	1	2	1	7
OTHER FILTER	1	3	1	1	-	-
ALL MENTHOL (volunteered)	1	2	-	1	1	3
ALL NON-FILTERS (volunteered)	1	-	2	3	3	-
ALL FILTERS (volunteered)	2	-	-	-	-	5
DON'T KNOW OR NO ANSWER	26	29	14	20	23	31
Summary						
NON-FILTER	48	45	72	60	54	37
FILTER	15	14	8	13	15	21
MENTHOLATED	11	12	6	7	8	11
DON'T KNOW OR NO ANSWER	26	29	14	20	23	31

*Less than

**Percentages based on less than

1001754126

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

do you think has the worst taste?

cigarettes--41% of total sample

Question 27: respondents who smoke:

Kent	Lucky Strike	Winston	Pall Mall	Camel	Other filter	Other non-filter
183 (100%)	194 (100%)	235 (100%)	249 (100%)	331 (100%)	246 (100%)	74** (100%)
%	%	%	%	%	%	%
26	14	14	11	-	20	17
6	8	11	9	8	7	7
7	9	5	10	10	4	6
6	6	3	8	9	2	3
1	3	2	2	1	2	3
9	-	11	7	6	10	-
3	6	6	7	4	5	7
3	5	6	7	4	4	7
-	1	*	*	*	1	-
3	3	7	5	4	6	4
3	2	3	4	2	2	4
3	1	3	3	2	2	4
-	1	*	1	*	*	-
1	4	1	2	3	3	4
2	3	-	3	2	4	1
2	2	3	-	2	2	-
2	4	3	2	2	2	1
2	2	2	2	2	1	1
1	3	2	2	2	-	4
4	1	-	2	1	1	1
2	1	-	1	1	*	-
2	-	-	1	-	1	1
1	1	-	*	1	2	1
-	2	1	-	1	-	1
1	2	1	*	1	*	-
1	-	*	1	1	2	3
1	2	3	2	3	2	1
1	-	-	1	1	2	4
2	2	2	1	2	-	1
1	1	1	1	1	2	-
-	4	-	3	3	-	6
21	25	24	25	37	23	26
59	38	59	45	30	55	39
8	23	8	16	17	16	27
12	14	9	14	16	6	8
21	25	24	25	37	23	26

.5 per cent
100 cases are often unreliable.

1001754127

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

11c. Which brand of filter cigarettes do you think has the best taste?

Asked of respondents who say a non-filter cigarette brand had the "best taste" in Question 11a--53% of cigarette smokers*

	Total asked this question	Analyzed by Question 13a: respondents who feel that the important factor in reducing tars and nicotine in cigarettes is:			
		Tobacco	Filter	Both tobacco and filter	Don't know
Number of respondents	1095 (100%)	421 (100%)	436 (100%)	60** (100%)	174 (100%)
	%	%	%	%	%
Best taste:					
WINSTON	14	13	17	13	8
KENT	7	6	8	10	5
L & M	7	8	7	10	1
VICEROY	6	8	6	10	2
MARLBORO	5	6	6	6	1
SALEM	3	4	4	-	2
KOOL	3	3	3	2	3
PARLIAMENT	2	2	2	2	1
HIT PARADE	2	2	1	-	2
OLD GOLD	1	2	1	-	1
TAREYTON	1	2	2	-	-
RALEIGH	1	1	1	-	-
OTHER	2	1	2	3	1
DON'T KNOW OR NO ANSWER	46	42	40	44	73

*52 per cent out of the 53 per cent were non-filter smokers.
**Percentages based on less than 100 cases are often unreliable.

1001754128

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

11d. Which brand of filter tips has the worst taste?

Asked of respondents who say a non-filter cigarette brand, had the "worst taste" in Question 11b--53% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	1090 (100%)	625 (100%)	465 (100%)
Worst taste:	%	%	%
VICEROY	6	5	7
KOOL	6	5	7
WINSTON	5	6	5
KENT	5	5	5
L & M	5	5	5
SALEM	4	4	4
OLD GOLD	3	4	3
TAREYTON	2	2	-
HIT PARADE	2	2	2
PARLIAMENT	2	1	2
RALEIGH	2	1	3
MARLBORO	2	1	2
SPUD	1	1	1
OTHER	1	1	2
ALL MENTHOL (volunteered)	1	1	1
ALL FILTERS (volunteered)	2	3	1
DON'T KNOW	41	44	35
NO ANSWER	10	9	12

1001754129

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

12a. Which brand of filter tips do you think has the most effective filter?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Questions 11a,c: respondents who think the brand of filter cigarettes which has the best taste is:						
		Marlboro	L & M	Viceroy	Kent	Winston	Other filter	None
Number of respondents	2064 (100%)	152 (100%)	172 (100%)	172 (100%)	224 (100%)	377 (100%)	375 (100%)	592 (100%)
	%	%	%	%	%	%	%	%
Most effective filter:								
KENT	19	17	15	13	72	13	10	10
WINSTON	11	3	2	2	1	47	2	4
VICEROY	9	7	3	57	3	4	5	4
L & M	5	1	40	3	*	2	3	2
MARLBORO	4	42	2	1	*	1	2	1
PARLIAMENT	3	5	2	2	3	1	8	2
SALEM	3	1	1	1	*	1	12	1
KOOL	2	1	1	-	1	1	6	1
TAREYTON	2	1	1	1	*	1	5	1
HIT PARADE	1	1	-	-	3	1	4	1
OLD GOLD	1	-	1	1	*	-	4	1
RALEIGH	1	1	-	-	-	-	2	*
OTHER	1	1	1	-	2	1	4	1
DON'T KNOW OR NO ANSWER	38	19	31	19	15	27	33	71

*Less than .5 per cent

10017541 30

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

12a. Which brand of filter tips do you think has the most effective filter?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Questions 11b,d: respondents who think the brand of filter cigarettes which has the worst taste is:						
		Viceroy	Kent	Winston	L & M	Marlboro	Other filter	None
Number of respondents	2064 (100%)	107 (100%)	105 (100%)	102 (100%)	85** (100%)	38** (100%)	417 (100%)	1210 (100%)
	%	%	%	%	%	%	%	%
Most effective filter:								
KENT	19	29	10	25	28	34	22	16
WINSTON	11	14	14	1	12	8	15	9
VICEROY	9	3	11	21	9	5	12	7
L & M	5	6	7	9	5	13	6	4
MARLBORO	4	5	8	1	5	-	5	4
PARLIAMENT	3	7	4	5	5	13	3	3
SALEM	3	5	2	3	1	3	3	3
KOOL	2	2	1	2	-	3	2	2
TAREYTON	2	-	4	3	1	-	2	1
HIT PARADE	1	-	2	-	5	-	2	1
OLD GOLD	1	2	2	3	2	-	1	1
RALEIGH	1	1	-	-	-	-	*	1
OTHER	1	-	2	2	1	-	1	1
DON'T KNOW OR NO ANSWER	38	26	33	25	26	21	26	47

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754131

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

12a. Which brand of filter tips do you think has the most effective filter?

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by Question 14: respondents who think filters cut down on: Everything in smoke	Only particular things in smoke	Depends on filter	Don't know
Number of respondents	1022 (100%)	204 (100%)	609 (100%)	47** (100%)	156 (100%)
	%	%	%	%	%
Most effective filter:					
KENT	19	19	23	11	8
WINSTON	10	7	12	15	6
VICEROY	9	10	10	17	5
L & M	5	4	6	9	3
MARLBORO	4	4	4	2	3
PARLIAMENT	4	4	4	2	1
SALEM	3	2	4	-	1
KOOL	2	2	1	4	3
TAREYTON	1	1	2	-	1
OLD GOLD	1	2	1	-	-
HIT PARADE	1	1	1	2	1
RALEIGH	1	1	*	2	1
SPUD	-	-	-	-	-
OTHER	1	1	1	6	1
DON'T KNOW OR NO ANSWER	39	42	31	30	66

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754132

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

12a. Which brand of filter tips do you think has the most effective filter?

Asked of respondents who smoke cigarettes--
42% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by Question 14a: respondents who say that the filter eliminates: A particular substance	Everything	Don't know
Number of respondents	1042 (100%)	346 (100%)	536 (100%)	144 (100%)
	%	%	%	%
Most effective filter:				
KENT	18	16	21	11
WINSTON	12	15	11	6
VICEROY	8	8	9	8
L & M	5	6	5	3
MARLBORO	5	5	4	4
PARLIAMENT	3	4	3	2
SALEM	3	5	2	1
KOOL	2	3	1	4
HIT PARADE	2	2	2	1
TAREYTON	2	1	2	3
OLD GOLD	1	1	2	1
RALEIGH	*	1	*	-
SPUD	-	-	-	-
OTHER	1	1	1	-
DON'T KNOW OR NO ANSWER	38	32	37	56

*Less than .5 per cent

1001754133

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

 I doubt that people think this deeply about filters.

12b. Which brand of filter tips do you think has the least effective filter?

Asked of respondents who smoke cigarettes-- 41% of total sample

	Total cigarette smokers	Analyzed by Questions 11a,c: respondents who think the brand of filter cigarettes which has the best taste is:						
		Marlboro	L & M	Viceroy	Kent	Winston	Other filter	None
Number of respondents	2064 (100%)	152 (100%)	172 (100%)	172 (100%)	224 (100%)	377 (100%)	375 (100%)	592 (100%)
Least effective filter:	%	%	%	%	%	%	%	%
WINSTON	5	3	8	9	10	3	6	2
VICEROY	4	3	10	2	6	5	7	2
L & M	4	5	5	7	8	4	3	2
OLD GOLD	2	5	1	3	3	3	2	1
MARLBORO	2	3	3	2	3	2	2	2
KENT	2	5	2	4	1	4	1	*
TAREYTON	2	3	4	2	2	2	1	1
SALEM	2	4	2	2	2	3	1	1
KOOL	2	3	2	2	*	3	2	1
PARLIAMENT	2	2	-	5	1	2	4	*
HIT PARADE	2	4	3	3	2	2	2	*
RALEIGH	1	*	2	2	1	2	3	1
SPUD	1	-	-	2	2	1	1	-
OTHER	2	2	1	3	2	2	2	1
DON'T KNOW OR NO ANSWER	67	58	57	52	57	62	63	86

*Less than .5 per cent

1001754134

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

12a. Which brand of filter tips do you think has the most effective filter?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Marlboro	L & M	Viceroy	Kent	Winston	Other filter brand	A non-filter brand
Number of respondents	2064 (100%)	106 (100%)	110 (100%)	116 (100%)	183 (100%)	235 (100%)	246 (100%)	1032 (100%)
	%	%	%	%	%	%	%	%
Most effective filter:								
KENT	19	18	18	15	73	13	13	12
WINSTON	11	-	2	2	*	53	2	8
VICEROY	9	3	2	58	2	3	4	8
L & M	5	2	46	4	1	*	2	4
MARLBORO	4	48	1	1	1	1	*	3
PARLIAMENT	3	3	4	2	3	1	9	3
SALEM	3	1	-	1	-	1	13	2
KOOL	2	1	1	-	1	1	7	2
TAREYTON	2	1	1	2	1	1	7	1
HIT PARADE	1	1	-	1	2	1	5	1
OLD GOLD	1	-	-	-	-	-	5	1
RALEIGH	1	-	-	-	-	-	3	*
OTHER	1	2	1	-	2	1	4	1
DON'T KNOW OR NO ANSWER	38	20	24	14	14	24	26	54

*Less than .5 per cent

10017541135

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

12b. Which brand of filter tips do you think has the least effective filter?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Marlboro	L & M	Viceroy	Kent	Winston	Other filter brand	A non-filter brand
Number of respondents	2064 (100%)	106 (100%)	110 (100%)	116 (100%)	183 (100%)	235 (100%)	246 (100%)	1032 (100%)
	%	%	%	%	%	%	%	%
Least effective filter								
WINSTON	5	2	8	8	11	2	9	3
VICEROY	4	4	10	2	5	6	7	4
L & M	4	7	4	5	7	6	3	3
OLD GOLD	2	5	2	2	4	4	2	2
MARLBORO	2	1	5	2	3	1	1	2
KENT	2	3	2	6	-	3	1	2
TAREYTON	2	5	4	2	1	2	2	1
SALEM	2	4	1	2	2	2	1	2
COOL	2	2	2	3	1	2	2	2
PARLIAMENT	2	2	-	6	2	1	3	1
HIT PARADE	2	5	4	3	2	2	2	1
RALEIGH	1	-	1	-	2	3	2	2
SPUD	1	-	-	1	2	1	1	*
OTHER	2	1	-	4	1	2	1	1
DON'T KNOW OR NO ANSWER	67	59	57	54	57	63	63	74

*Less than .5 per cent

1001754136

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

12b. Which brand of filter tips do you think has the least effective filter?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Questions 11b,d: respondents who think the brand of filter cigarettes which has the worst taste is:						
		Viceroy	Kent	Winston	L & M	Marlboro	Other filter	None
Number of respondents	2064 (100%)	107 (100%)	105 (100%)	102 (100%)	85** (100%)	38** (100%)	417 (100%)	1210 (100%)
	%	%	%	%	%	%	%	%
Least effective filter:								
WINSTON	5	8	3	33	10	8	4	2
VICEROY	4	27	2	3	2	-	5	3
L & M	4	3	5	2	25	3	5	2
OLD GOLD	2	1	5	1	1	-	5	1
MARLBORO	2	3	1	4	4	31	1	1
KENT	2	3	16	2	5	-	2	1
TAREYTON	2	2	3	1	1	5	4	1
SALEM	2	2	1	-	-	-	4	2
KOOL	2	-	4	4	1	-	4	1
PARLIAMENT	2	3	4	2	-	3	2	1
HIT PARADE	2	1	2	2	2	-	4	1
RALEIGH	1	2	-	3	1	-	4	1
SPUD	1	-	-	-	-	-	2	1
OTHER	2	-	3	1	-	-	2	2
DON'T KNOW OR NO ANSWER	67	45	51	42	48	50	52	80

**Percentages based on less than 100 cases are often unreliable.

1001254137

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

13a. Which do you feel is the most important factor in reducing the amount of tar and nicotine you get from filter cigarettes--the tobacco used in the cigarette or the filter?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
TOBACCO	39	39	38
FILTER	41	41	42
BOTH EQUAL (volunteered)	7	7	7
DON'T KNOW OR NO ANSWER	13	13	13

1001754138

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

13a. Which do you feel is the most important factor in reducing the amount of tar and nicotine you get from filter cigarettes--the tobacco used in the cigarette or the filter?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Marlboro	L & M	Viceroy	Kent	Winston	Other filter brand	A non-filter brand
Number of respondents	2064 (100%)	106 (100%)	110 (100%)	116 (100%)	183 (100%)	235 (100%)	246 (100%)	1032 (100%)
	%	%	%	%	%	%	%	%
TOBACCO	39	44	35	36	43	39	40	38
FILTER	41	35	43	50	39	48	43	40
BOTH EQUAL (volunteered)	7	11	14	6	8	6	8	5
DON'T KNOW OR NO ANSWER	13	10	8	8	10	7	9	17

1001754139

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

13b. How about as far as the taste of the filter cigarette goes--which is more important, the tobacco or the filter?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
TOBACCO	65	66	63
FILTER	18	17	21
BOTH EQUAL (volunteered)	4	4	3
DON'T KNOW OR NO ANSWER	13	13	13

1001754140

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

13b. How about as far as the taste of the filter cigarette goes--which is more important, the tobacco or the filter?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Marlboro	L & M	Viceroy	Kent	Winston	Other filter brand	A non-filter brand
Number of respondents	2064 (100%)	106 (100%)	110 (100%)	116 (100%)	183 (100%)	235 (100%)	246 (100%)	1032 (100%)
	%	%	%	%	%	%	%	%
TOBACCO	65	67	67	71	72	68	70	61
FILTER	18	23	21	20	17	22	19	17
BOTH EQUAL (volunteered)	4	2	6	2	4	4	6	3
DON'T KNOW OR NO ANSWER	13	8	6	7	7	6	5	19

1001754141

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

14. As you probably know, there are a number of different substances in cigarette smoke; as you understand it, what do filters do--cut down on everything in the smoke, or do they cut down on certain particular things in the smoke and let the other things come through the filter?

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who are: Male	Female
Number of respondents	1022 (100%)	636 (100%)	386 (100%)
	%	%	%
FILTERS CUT DOWN ON EVERYTHING	20	22	16
FILTERS CUT DOWN ON PARTICULAR THINGS	59	55	66
DEPENDS ON THE FILTER (volunteered)	5	5	4
DON'T KNOW OR NO ANSWER	16	18	14

1001754142

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

14. As you probably know, there are a number of different substances in cigarette smoke; as you understand it, what do filters do--cut down on everything in the smoke, or do they cut down on certain particular things in the smoke and let the other things come through the filter?

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	1022 (100%)	188 (100%)	304 (100%)	321 (100%)	205 (100%)
	%	%	%	%	%
FILTERS CUT DOWN ON EVERYTHING	20	17	22	21	18
FILTERS CUT DOWN ON PARTICULAR THINGS	59	72	63	56	51
DEPENDS ON THE FILTER (volunteered)	5	3	5	5	5
DON'T KNOW OR NO ANSWER	16	8	10	18	26

10017541143

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

14. As you probably know, there are a number of different substances in cigarette smoke; as you understand it, what do filters do--cut down on everything in the smoke, or do they cut down on certain particular things in the smoke and let the other things come through the filter?

Asked of respondents who smoke cigarettes-- 41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	1022 (100%)	341 (100%)	165 (100%)	495 (100%)
	%	%	%	%
FILTER CUTS DOWN ON EVERYTHING	20	24	20	18
FILTERS CUT DOWN ON PARTICULAR THINGS	59	50	56	68
DEPENDS ON THE FILTER (volunteered)	5	6	3	4
DON'T KNOW OR NO ANSWER	16	20	21	10

1001754144

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

14a. Some scientists say that a filter can eliminate only the particular substances in cigarette smoke which are harmful and let all the other things in the smoke through. Other scientists say that the filter will have to cut down on everything in cigarette smoke in order to cut down on the particular substances which are harmful. Which of these points of view sounds most sensible to you?

Asked of respondents who smoke cigarettes--
42% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who are: Male	Female
Number of respondents	1042 (100%)	668 (100%)	374 (100%)
	%	%	%
FILTER ELIMINATES PARTICULAR SUBSTANCES	33	30	39
FILTER CUTS DOWN ON EVERYTHING	51	54	46
DON'T KNOW OR NO ANSWER	16	16	15

1001754145

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

14a. Some scientists say that a filter can eliminate only the particular substances in cigarette smoke which are harmful and let all the other things in the smoke through. Other scientists say that the filter will have to cut down on everything in cigarette smoke in order to cut down on the particular substances which are harmful. Which of these points of view sounds most sensible to you?

Asked of respondents who smoke cigarettes-- 42% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	1042 (100%)	183 (100%)	279 (100%)	355 (100%)	224 (100%)
	%	%	%	%	%
FILTER ELIMINATES PARTICULAR SUBSTANCES	33	39	31	35	29
FILTER CUTS DOWN ON EVERYTHING	51	45	55	51	52
DON'T KNOW OR NO ANSWER	16	16	14	14	19

1001754146

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

14a. Some scientists say that a filter can eliminate only the particular substances in cigarette smoke which are harmful and let all the other things in the smoke through. Other scientists say that the filter will have to cut down on everything in cigarette smoke in order to cut down on the particular substances which are harmful. Which of these points of view sounds most sensible to you?

Asked of respondents who smoke cigarettes--
42% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	1042 (100%)	361 (100%)	165 (100%)	501 (100%)
	%	%	%	%
FILTER ELIMINATES PARTICULAR SUBSTANCES	33	29	29	39
FILTER CUTS DOWN ON EVERYTHING	51	51	57	49
DON'T KNOW OR NO ANSWER	16	20	14	12

1001751147

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

14b. In cigarette smoke there ~~is~~ are nicotine, tar and also a number of other ingredients. What would you guess accounts for the flavor or taste in cigarette smoke--would you guess it comes from the nicotine, or would you guess it comes from the tars, or would you guess the flavor probably comes from the other ingredients in the smoke?

Asked of respondents
who smoke cigarettes--
42% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents who are: Male	Female
Number of respondents	1042 (100%)	663 (100%)	374 (100%)
	%	%	%
THE NICOTINE	27	29	24
THE TARS	10	12	6
OTHER INGREDIENTS	45	45	46
NO GOOD TASTE (volunteered)	1	1	1
DON'T KNOW OR NO ANSWER	18	16	23

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754148

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

14b. In cigarette smoke there is nicotine, tar and also a number of other ingredients. What would you guess accounts for the flavor or taste in cigarette smoke--would you guess it comes from the nicotine, or would you guess it comes from the tars, or would you guess the flavor probably comes from the other ingredients in the smoke?

Asked of respondents who smoke cigarettes-- 42% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	1042 (100%)	183 (100%)	279 (100%)	355 (100%)	224 9100%)
	%	%	%	%	%
THE NICOTINE	27	25	27	28	29
THE TARS	10	11	10	12	8
OTHER INGREDIENTS	45	45	47	41	49
NO GOOD TASTE (volunteered)	1	-	1	1	-
DON'T KNOW OR NO ANSWER	18	20	15	21	18

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754149

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

14b. In cigarette smoke there is nicotine, tar and also a number of other ingredients. What would you guess accounts for the flavor or taste in cigarette smoke--would you guess it comes from the nicotine, or would you guess it comes from the tars, or would you guess the flavor probably comes from the other ingredients in the smoke?

Asked of respondents who smoke cigarettes--
42% of total "B" sample

	Total smokers "B" sample	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	1042 (100%)	361 (100%)	165 (100%)	501 (100%)
	%	%	%	%
THE NICOTINE	27	28	33	25
THE TARS	10	12	8	10
OTHER INGREDIENTS	45	42	40	49
NO GOOD TASTE (volunteered)	1	1	1	1
DON'T KNOW OR NO ANSWER	18	19	19	17

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754150

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

15a. Here is a card with a description of six different types of filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
Most effective filter:			
CIGARETTE A--WITH A GREATER NUMBER OF STRANDS IN THE FILTER	20	20	19
CIGARETTE G--A TWO-SECTION FILTER WITH DIFFERENT TYPES OF MATERIAL IN EACH SECTION	18	18	20
CIGARETTE F--WHICH HAS AN EXTRA TIGHTLY PACKED FILTER	16	15	18
CIGARETTE C--WITH A LONGER FILTER	12	13	9
CIGARETTE B--WITH A NEW TYPE OF FILTER MATERIAL	7	7	7
CIGARETTE E--WHICH HAS MENTHOL IN THE FILTER	6	5	7
CIGARETTE D--WHICH HAS SPECIAL CHEMICALS SPRAYED ON THE FILTER MATERIAL	3	3	3
DON'T KNOW OR NO ANSWER	18	19	17

1001754151

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

15a. Here is a card with a description of six different types of filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Marlboro	L & M	Viceroy	Kent	Winston	Other filter brand	A non-filter brand
Number of respondents	2064 (100%)	106 (100%)	110 (100%)	116 (100%)	183 (100%)	235 (100%)	246 (100%)	1032 (100%)
	%	%	%	%	%	%	%	%
Most effective filter:								
CIGARETTE A--WITH A GREATER NUMBER OF STRANDS IN THE FILTER	20	21	24	32	19	27	18	17
CIGARETTE G--A TWO-SECTION FILTER WITH DIFFERENT TYPES OF MATERIAL IN EACH SECTION	18	21	22	12	22	14	24	17
CIGARETTE F--WHICH HAS AN EXTRA TIGHTLY PACKED FILTER	16	24	13	22	24	22	12	14
CIGARETTE C--WITH A LONGER FILTER	12	11	17	9	9	9	11	13
CIGARETTE B--WITH A NEW TYPE OF FILTER MATERIAL	7	8	6	9	12	5	8	7
CIGARETTE E--WHICH HAS MENTHOL IN THE FILTER	6	2	2	*	1	3	13	7
CIGARETTE D--WHICH HAS SPECIAL CHEMICALS SPRAYED ON THE FILTER MATERIAL	3	4	3	2	4	3	2	3
DON'T KNOW OR NO ANSWER	18	9	13	14	9	17	12	22

*Less than .5 per cent

1001754152

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

15b. Which one of the cigarettes on that list do you think would have the least effective filter? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
Least effective filter:			
CIGARETTE E--WHICH HAS MENTHOL IN THE FILTER	25	25	25
CIGARETTE D--WHICH HAS SPECIAL CHEMICALS SPRAYED ON THE FILTER MATERIAL	16	15	18
CIGARETTE F--WHICH HAS AN EXTRA TIGHTLY PACKED FILTER	10	10	9
CIGARETTE C--WITH A LONGER FILTER	8	7	10
CIGARETTE G--A TWO-SECTION FILTER WITH DIFFERENT TYPES OF MATERIAL IN EACH SECTION	7	7	7
CIGARETTE A--WITH A GREATER NUMBER OF STRANDS IN THE FILTER	5	5	5
CIGARETTE B--WITH A NEW TYPE OF FILTER MATERIAL	4	5	3
DON'T KNOW OR NO ANSWER	25	26	23

1001754153

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

15b. Which one of the cigarettes on that list do you think would have the least effective filter?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Marlboro	L & M	Viceroy	Kent	Winston	Other filter brand	A non-filter brand
Number of respondents	2064 (100%)	106 (100%)	110 (100%)	116 (100%)	183 (100%)	235 (100%)	246 (100%)	1032 (100%)
	%	%	%	%	%	%	%	%
Least effective filter:								
CIGARETTE E--WHICH HAS MENTHOL IN THE FILTER	25	37	28	21	33	30	25	22
CIGARETTE D--WHICH HAS SPECIAL CHEMICALS SPRAYED ON THE FILTER MATERIAL	16	18	18	18	17	16	17	15
CIGARETTE F--WHICH HAS AN EXTRA TIGHTLY PACKED FILTER	10	4	10	9	10	10	12	10
CIGARETTE C--WITH A LONGER FILTER	8	8	6	9	11	7	9	8
CIGARETTE G--A TWO-SECTION FILTER WITH DIFFERENT TYPES OF MATERIAL IN EACH SECTION	7	6	11	9	10	7	8	6
CIGARETTE A--WITH A GREATER NUMBER OF STRANDS IN THE FILTER	5	7	6	8	2	3	7	5
CIGARETTE B--WITH A NEW TYPE OF FILTER MATERIAL	4	2	4	2	4	3	4	5
DON'T KNOW OR NO ANSWER	25	18	17	24	13	24	18	29

1001754154

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

16a. Some brands of filter tips have what they call recessed filters--filters made with air space between the end of the filter material and the actual end of the cigarette; others have flush filters--the filter material is cut off even with the end of the cigarette. Which would you prefer--recessed filters or flush filters?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
Prefer: RECESSED FILTER	24	26	22
FLUSH FILTER	41	37	47
NO DIFFERENCE	16	18	12
DON'T KNOW OR NO ANSWER	19	19	19

1001754155

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

16a. Some brands of filter tips have what they call recessed filters--filters made with air space between the end of the filter material and the actual end of the cigarette; others have flush filters--the filter material is cut off even with the end of the cigarette. Which would you prefer--recessed filters or flush filters?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:				
		18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
Prefer:						
RECESSED FILTER	24	29	24	23	25	22
FLUSH FILTER	41	48	46	46	40	32
NO DIFFERENCE	16	13	14	14	17	17
DON'T KNOW OR NO ANSWER	19	10	16	17	18	29

1001754156

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

16a. Some brands of filter tips have what they call recessed filters--filters made with air space between the end of the filter material and the actual end of the cigarette; others have flush filters--the filter material is cut off even with the end of the cigarette. Which would you prefer--recessed filters or flush filters?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents who live in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2064 (100%)	151 (100%)	424 (100%)	414 (100%)	177 (100%)	325 (100%)	156 (100%)	165 (100%)	71** (100%)	181 (100%)
	%	%	%	%	%	%	%	%	%	%
Prefer: RECESSED FILTER	24	26	31	27	21	16	17	14	31	31
FLUSH FILTER	41	46	39	36	45	39	36	55	42	42
NO DIFFERENCE	16	15	12	21	18	14	14	14	13	16
DON'T KNOW OR NO ANSWER	19	13	18	16	16	31	33	17	14	11

**Percentages based on less than 100 cases are often unreliable.

1001754157

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

16a. Some brands of filter tips have what they call recessed filters--filters made with air space between the end of the filter material and the actual end of the cigarette; others have flush filters--the filter material is cut off even with the end of the cigarette. Which would you prefer--recessed filters or flush filters?

Asked of respondents who smoke cigarettes--41% of total sample

		Analyzed by Question 27: respondents who smoke:						
	Total cigarette smokers	Marlboro	L & M	Viceroy	Kent	Winston	Other filter brand	A non-filter brand
Number of respondents	2064 (100%)	106 (100%)	110 (100%)	116 (100%)	183 (100%)	235 (100%)	246 (100%)	1032 (100%)
	%	%	%	%	%	%	%	%
Prefer: RECESSED FILTER	24	23	23	16	20	13	31	27
FLUSH FILTER	41	52	52	59	56	59	49	29
NO DIFFERENCE	16	13	14	16	13	12	13	18
DON'T KNOW OR NO ANSWER	19	12	11	9	11	16	7	26

1001754158

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

16b. Why do you prefer recessed filters?

Asked of respondents who have a definite preference for recessed filters--24% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	501 (100%)	336 (100%)	165 (100%)
	%	%	%
KEEPS TAR, NICOTINE, HARMFUL SUBSTANCES AWAY FROM MOUTH	32	39	18
Keeps tars and nicotines away from mouth; you get less tars, nicotine	26	31	16
Keeps away harmful agents--material that is filtered out	6	8	2
KEEPS FILTER AWAY FROM MOUTH, TONGUE, LIPS	21	21	19
Keeps the filter away from your mouth, tongue, lips, less contact with filter	18	17	18
Keeps filter material out of mouth	3	4	1
TASTE	10	10	9
Don't get taste of filter	4	4	3
Don't get bad, stale taste; don't get tar taste	3	3	3
More taste, flavor; better taste	2	2	2
Other (taste)	1	1	1
NO TOBACCO CONTACT	6	4	7
Tobacco is not so close to mouth	3	2	3
Tobacco doesn't get in your mouth	3	2	4
CLEANER, LESS STAINS ON LIPS, TEETH	4	2	7
EASIER TO DRAW ON	4	3	5
NON-IRRITATING, NO BURN, COOLER SMOKE	3	4	2
FEELS BETTER IN MOUTH, EASIER TO HOLD IN MOUTH	2	1	3
JUST BETTER (NO FURTHER INFORMATION)	2	2	2
LIKE THE MILDNESS	1	1	3
FILTERS BETTER, DOES MORE GOOD	1	2	1
THE SPACE, AIR POCKET; BECAUSE IT'S RECESSED	1	1	2
USED TO IT; IT'S MY BRAND; HABIT	1	1	2
LOOKS BETTER; MORE ESTHETIC	1	*	2
KEEPS FILTER, CIGARETTE DRY	1	1	1
IT'S A LONGER FILTER	*	*	1
ALL OTHER	5	4	6
DON'T KNOW OR NO ANSWER	13	9	19

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754159

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

16b. Why do you prefer recessed filters?

Asked of respondents who have a definite preference for recessed filters-- 24% of cigarette smokers

	Total asked this question	Analyzed by respondents who smoke: A filter brand	A non-filter brand
Number of respondents	501 (100%)	211 (100%)	280 (100%)
	%	%	%
KEEPS TAR, NICOTINE, HARMFUL SUBSTANCES AWAY FROM MOUTH	32	29	34
Keeps tars and nicotines away from mouth; you get less tars, nicotine	26	23	28
Keeps away harmful agents--material that is filtered out	6	6	6
KEEPS FILTER AWAY FROM MOUTH, TONGUE, LIPS	21	24	18
Keeps the filter away from your mouth, tongue, lips; less contact with filter	18	21	15
Keeps filter material out of mouth	3	3	3
TASTE	10	10	10
Don't get taste of filter	4	4	4
Don't get bad, stale taste; don't get tar taste	3	5	2
More taste, flavor; better taste	2	1	4
Other (taste)	1	*	*
NO TOBACCO CONTACT	6	7	4
Tobacco is not so close to mouth	3	3	3
Tobacco doesn't get in your mouth	3	4	1
CLEANER, LESS STAINS ON LIPS, TEETH	4	7	1
EASIER TO DRAW ON	4	5	4
NON-IRRITATING, NO BURN, COOLER SMOKE	3	1	5
FEELS BETTER IN MOUTH, EASIER TO HOLD IN MOUTH	2	1	3
JUST BETTER (no further information)	2	*	4
LIKE THE MILDNESS	1	1	1
FILTERS BETTER, DOES MORE GOOD	1	1	1
THE SPACE, AIR POCKET; BECAUSE IT'S RECESSED	1	1	1
USED TO IT; IT'S MY BRAND; HABIT	1	2	-
LOOK BETTER; MORE ESTHETIC	1	1	*
KEEPS FILTER, CIGARETTE DRY	1	1	*
IT'S A LONGER FILTER	*	*	*
ALL OTHER	5	6	5
DON'T KNOW OR NO ANSWER	13	11	13

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754160

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

16b. Why do you prefer flush filters?

Asked of respondents who have a definite preference for flush filters-- 41% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	841 (100%)	482 (100%)	359 (100%)
	%	%	%
MOUTHPIECE	37	39	33
The recessed filter folds, crushes; flush is firmer, more solid at end	17	19	13
Feels better in mouth; recessed doesn't feel natural, right	7	6	8
Don't like that hollow space; there is something missing	6	5	8
Always sticking tongue in hole; it hurts, cuts my tongue	3	2	4
Recessed filters become damp, wet, accumulate moisture	2	2	2
Doesn't hold to mouth, slips; easier to hold flush in mouth	1	2	1
Recessed filters break away from the cigarette	1	2	*
Sticks to lips, mouth	*	-	1
Other (mouthpiece)	1	2	*
HABIT	11	10	13
Habit; I'm used to them; my brand has flush filters	7	6	8
I've always smoked them; never tried recessed	4	4	5
FILTER EFFECTIVENESS	10	11	8
More effective; less tars and nicotine	7	8	6
A longer filter; there's more to a flush filter	3	3	2
DISLIKE TASTE; LESS TASTE WITH RECESSED	7	6	8
DRAW	7	5	8
Flush gives me a better draw; recessed harder to draw on	5	4	6
Get less smoke with recessed, too much air when you draw	2	1	2
LIKE FLUSH, DON'T LIKE RECESSED	2	2	1
LESS TOBACCO, LESS CIGARETTE WITH RECESSED	1	1	2
DON'T LIKE PARLIAMENTS	1	1	1
HOT; IRRITATING; BURNS FASTER	1	1	1
TIGHTER PACKED; MORE COMPACT	1	1	*
TOBACCO DOESN'T GET IN MOUTH	1	1	1
DIRT, TOBACCO COLLECTS IN HOLLOW SPACE	*	1	*
CLEANER; LESS STAIN ON TEETH	*	*	1
DON'T LIKE TASTE OF TOBACCO IN MOUTH	*	*	*
ALL OTHER	4	4	3
DON'T KNOW OR NO ANSWER	21	20	24

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754161

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

16b. Why do you prefer flush filters?

Asked of respondents who have a definite preference for flush filters-- 41% of cigarette smokers

	Total asked this question	Analyzed by respondents who smoke: A filter brand	A non-filter brand
Number of respondents	841 (100%)	543 (100%)	294 (100%)
	%	%	%
MOUTHPIECE	37	36	38
The recessed filter folds, crushes; flush is firmer, more solid at end	17	16	18
Feels better in mouth; recessed doesn't feel natural, right	7	8	6
Don't like that hollow space; there is something missing	6	6	7
Always sticking tongue in hole; it hurts, cuts my tongue	3	3	2
Recessed filters become damp, wet, accumulate moisture	2	3	1
Doesn't hold to mouth, slips; easier to hold flush in mouth	1	1	1
Recessed filters break away from the cigarette	1	1	1
Sticks to lips, mouth	*	*	-
Other (mouthpiece)	1	1	2
HABIT	11	16	4
Habit; the one I have used; my brand has flush filters	7	10	2
I smoked them; never tried recessed	4	6	2
FILTER EFFECTIVENESS	10	8	12
More effective; less tars and nicotine	7	6	8
A longer filter; there's more to a flush filter	3	2	4
DISLIKE TASTE; LESS TASTE WITH RECESSED	7	7	6
DRAW	7	7	5
Flush gives me a better draw; recessed harder to draw on	5	6	4
Get less smoke with recessed, too much air when you draw	2	1	1
LIKE FLUSH, DON'T LIKE RECESSED	2	1	2
LESS TOBACCO, LESS CIGARETTE WITH RECESSED	1	1	2
DON'T LIKE PARLIAMENTS	1	1	1
HOT; IRRITATING; BURNS FASTER	1	1	2
TIGHTER PACKED; MORE COMPACT	1	1	1
TOBACCO DOESN'T GET IN MOUTH	1	1	*
DIRT, TOBACCO COLLECTS IN HOLLOW SPACE	*	1	*
CLEANER; LESS STAIN ON TEETH	*	1	-
DON'T LIKE TASTE OF TOBACCO IN MOUTH	*	1	-
ALL OTHER	4	2	1
DON'T KNOW OR NO ANSWER	21	20	22

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754162

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

17a. Leaving aside all of the other aspects of filters and how you feel about them--which do you feel does the better job of filtering the smoke, recessed filters or flush filters?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
Best job of filtering:			
RECESSED FILTER	19	18	19
FLUSH FILTER	28	27	30
NO DIFFERENCE	21	23	18
DON'T KNOW	27	27	28
NO ANSWER	5	5	5

1001754163

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

17a. Leaving aside all of the other aspects of filters and how you feel about them--which do you feel does the better job of filtering the smoke, recessed filters or flush filters?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarettes smokers	Analyzed by respondents whose ages are: 18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
Best job of filtering:						
RECESSED FILTER	19	28	18	19	19	15
FLUSH FILTER	28	32	29	30	30	23
NO DIFFERENCE	21	20	23	22	20	20
DON'T KNOW	27	18	27	24	26	37
NO ANSWER	5	2	3	5	5	5

1001754164

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

17a. Leaving aside all of the other aspects of filters and how you feel about them--which do you feel does the better job of filtering the smoke, recessed filters or flush filters?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who live in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2064 (100%)	151 (100%)	424 (100%)	414 (100%)	177 (100%)	325 (100%)	156 (100%)	165 (100%)	71** (100%)	181 (100%)
	%	%	%	%	%	%	%	%	%	%
Best job of filtering:										
RECESSED FILTER	19	20	24	18	17	16	15	12	24	17
FLUSH FILTER	28	32	24	26	30	30	28	40	23	28
NO DIFFERENCE	21	22	20	27	25	15	14	15	29	25
DON'T KNOW	27	25	26	24	24	31	39	30	20	28
NO ANSWER	5	1	6	5	4	8	4	3	4	2

**Percentages based on less than 100 cases are often unreliable.

1001754165

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

17a. Leaving aside all of the other aspects of filters and how you feel about them--which do you feel does the better job of filtering the smoke, recessed filters or flush filters?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Marlboro	L & M	Viceroy	Kent	Winston	Other filter brand	A non-filter brand
Number of respondents	2064 (100%)	106 (100%)	110 (100%)	116 (100%)	183 (100%)	235 (100%)	246 (100%)	1032 (100%)
	%	%	%	%	%	%	%	%
Best job of filtering:								
RECESSED FILTER	19	13	14	18	15	17	23	19
FLUSH FILTER	28	31	35	40	38	31	35	23
NO DIFFERENCE	21	29	24	18	24	25	21	19
DON'T KNOW	27	20	23	20	18	23	17	34
NO ANSWER	5	7	4	4	5	4	4	5

1001754166

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

17b. Why do you think recessed filters do a better job of filtering the smoke?

Asked of respondents who think recessed filters do a better job of filtering the smoke--19% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	381 (100%)	236 (100%)	145 (100%)
	%	%	%
BECAUSE OF AIR POCKET	55	62	46
Keeps filter, nicotine away from mouth	31	35	25
Air space acts as extra filter; catches tar, nicotine	15	19	10
Because of air pocket, recess (no further information)	5	4	6
Air space gives better drawing power	3	3	3
Other (because of air pocket)	1	1	2
BECAUSE MY BRAND HAS RECESSED; THEY ARE MILDER, TASTE BETTER	4	2	6
IT HAS LONGER FILTER	3	3	3
MADE DIFFERENTLY, BETTER, MORE CAREFULLY	2	3	1
IT'S MORE COMPACT, PACKED TIGHTER	2	2	1
HEARD THEY WERE BETTER; TESTS SEEN ON TV (no further information)	2	1	3
ALL OTHER	7	7	6
DON'T KNOW	23	20	28
NO ANSWER	5	4	7

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754167

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

17b. Why do you think recessed filters do a better job of filtering the smoke?

Asked of respondents who think recessed filters do a better job of filtering the smoke--19% of cigarette smokers

	Total asked this question	Analyzed by respondents who smoke: A filter brand	A non-filter brand
Number of respondents	381 (100%)	173 (100%)	202 (100%)
	%	%	%
BECAUSE OF AIR POCKET	55	53	55
Keeps filter, nicotine away from mouth	31	31	31
Air space acts as extra filter; catches tar, nicotine	15	12	18
Because of air pocket, recess (no further information)	5	6	3
Air space gives better drawing power	3	3	2
Other (because of air pocket)	1	2	1
BECAUSE MY BRAND HAS RECESSED; THEY ARE MILDER, TASTE BETTER	4	2	5
IT HAS LONGER FILTER	3	4	1
MADE DIFFERENTLY, BETTER, MORE CAREFULLY	2	2	2
IT'S MORE COMPACT, PACKED TIGHTER	2	3	1
HEARD THEY WERE BETTER; TESTS SEEN ON TV (no further information)	2	2	2
ALL OTHER	7	8	6
DON'T KNOW	23	22	25
NO ANSWER	5	7	3

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754168

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

17b. Why do you think flush filters do a better job of filtering the smoke?

Asked of respondents who think flush filters do a better job of filtering the smoke--
28% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	586 (100%)	361 (100%)	225 (100%)
	%	%	%
MORE, LONGER FILTER TO IT	35	39	28
MORE MATERIAL IN THE FILTER; MORE COMPACT, PACKED TIGHTER	6	7	6
MORE EFFECTIVE; CATCHES MORE TARS, NICOTINE (no further information)	6	7	5
MORE DIRECT DRAW; BETTER, EASIER TO DRAW ON	4	5	2
BECAUSE MY BRAND HAS FLUSH FILTER; THEY ARE MILDER, TASTE BETTER	3	3	4
ALL OTHER	8	8	9
DON'T KNOW	32	26	42
NO ANSWER	6	6	4

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754169

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

17b. Why do you think flush filters do a better job of filtering the smoke?

Asked of respondents who think flush filters do a better job of filtering the smoke--
28% of cigarette smokers

	Total asked this question	Analyzed by respondents who smoke: A filter brand	A non-filter brand
Number of respondents	586 (100%)	346 (100%)	236 (100%)
	%	%	%
MORE, LONGER FILTER TO IT	35	32	39
MORE MATERIAL IN THE FILTER; MORE COMPACT, PACKED TIGHTER	6	6	8
MORE EFFECTIVE; CATCHES MORE TARS, NICOTINE (no further information)	6	6	6
MORE DIRECT DRAW; BETTER, EASIER TO DRAW ON	4	4	5
THEY ARE MILDER, TASTE BETTER BECAUSE MY BRAND HAS FLUSH FILTER	3	4	3
ALL OTHER	8	10	6
DON'T KNOW	32	33	32
NO ANSWER	6	7	3

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754170

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer?

Asked of respondents who in Question 16a express a preference for either recessed or flush filters and in Question 17a think the same type of filter does a better job of filtering the smoke--37% of cigarette smokers

	Total asked this question	Analyzed by respondents who smoke: A filter brand	A non-filter brand
Number of respondents	768 (100%)	419 (100%)	341 (100%)
	%	%	%
Prefer:			
RECESSED FILTER	22	15	29
FLUSH FILTER	50	59	40
NO DIFFERENCE	10	9	11
DON'T KNOW	5	4	6
NO ANSWER	13	13	14

1001754171

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer?

Asked of respondents who in Question 16a express a preference for either recessed or flush filters and in Question 17a think the same type of filter does a better job of filtering the smoke--37% of cigarette smokers

	Total asked this question	Analyzed by Questions 16a,17a: respondents who chose: Recessed filters	Flush filters
Number of respondents	768 (100%)	268 (100%)	500 (100%)
	%	%	%
Prefer:			
RECESSED FILTER	22	59	1
FLUSH FILTER	50	12	71
NO DIFFERENCE	10	13	8
DON'T KNOW	5	5	5
NO ANSWER	13	11	15

1001754172

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

19. How do you think they make room for the air space in a recessed filter--by using a shorter filter or by using less tobacco in the cigarette?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: A filter brand	Analyzed by respondents who smoke: A non-filter brand
Number of respondents	2064 (100%)	996 (100%)	1032 (100%)
	%	%	%
Make recessed filter by:			
USING SHORTER FILTER	36	42	31
USING LESS TOBACCO	34	32	36
BOTH (volunteered)	7	6	8
DON'T KNOW OR NO ANSWER	23	20	25

1001754173

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

19. How do you think they make room for the air space in a recessed filter--by using a shorter filter or by using less tobacco in the cigarette?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by Question 16a: respondents who: Prefer recessed filters	Prefer flush filters	Gave no preference	Don't know
Number of respondents	2064 (100%)	501 (100%)	841 (100%)	324 (100%)	394 (100%)
	%	%	%	%	%
Make recessed filter by: USING SHORTER FILTER	36	41	44	36	14
USING LESS TOBACCO	34	40	35	33	26
BOTH (volunteered)	7	5	6	11	9
DON'T KNOW OR NO ANSWER	23	14	15	20	51

1001251174

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

20a. Which of the things on this list are the two or three most important factors to you when choosing a brand of cigarettes? (Card shown respondent)

Asked of respondents who smoke cigarettes-- 41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
BETTER TOBACCO	43	39	41	45	44	41
MILDER SMOKING	42	40	46	39	33	39
BETTER FLAVOR	41	35	35	42	47	48
LESS IRRITATING	31	26	28	32	34	33
LESS NICOTINE	23	28	31	21	15	20
EASIER ON YOUR LUNGS	20	20	24	18	21	18
LESS TAR	15	17	19	13	13	14
FEEL BETTER IN YOUR MOUTH	11	11	14	9	13	11
BETTER FOR YOU	9	11	9	8	10	6
LESS EXPENSIVE	6	8	7	6	5	7
NICER LOOKING	1	3	1	2	2	*
NONE, DON'T KNOW OR NO ANSWER	2	7	2	2	2	2

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754125

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

20a. Which of the things on this list are the two or three most important factors to you when choosing a brand of cigarettes? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes	Mentholated cigarettes
Number of respondents	2064 (100%)	684 (100%)	330 (100%)	872 (100%)	142 (100%)
	%	%	%	%	%
BETTER TOBACCO	43	56	48	33	35
MILDER SMOKING	42	34	42	45	43
BETTER FLAVOR	41	50	46	36	31
LESS IRRITATING	31	24	33	35	37
LESS NICOTINE	23	17	15	31	27
EASIER ON YOUR LUNGS	20	15	18	23	30
LESS TAR	15	10	7	22	14
FEEL BETTER IN YOUR MOUTH	11	8	11	12	18
BETTER FOR YOU	9	8	8	10	9
LESS EXPENSIVE	6	8	6	5	6
NICER LOOKING	1	1	1	2	1
NONE, DON'T KNOW OR NO ANSWER	2	2	2	1	1

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001254176

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

SUMMARY TABLE

20b. Which do you think has (better tobacco, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference?

Asked of respondents who smoke cigarettes--
41% of total sample

	Better to-bacco	Less nico-tine	Less tar	Nicer look-ing	Better for you	Less irri-tating	Milder smoking	Less expen-sive	Feel better in your mouth	Better flavor	Easier on your lungs
Number of respondents	2064 (100%)	2064 (100%)	2064 (100%)	2064 (100%)	2064 (100%)	2064 (100%)	2064 (100%)	2064 (100%)	2064 (100%)	2064 (100%)	2064 (100%)
	%	%	%	%	%	%	%	%	%	%	%
FILTERS	10	42	42	33	41	46	50	2	37	25	41
NON-FILTERS	35	8	8	10	9	12	14	41	20	39	6
NO DIFFERENCE OR DON'T KNOW	36	23	21	25	18	16	13	23	11	12	23
NO ANSWER	19	27	29	32	32	26	23	34	32	24	30

1001754122

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

20b. Which do you think has (better tobacco, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
Better tobacco						
FILTERS	10	19	12	8	10	6
NON-FILTERS	35	22	28	38	38	42
NO DIFFERENCE OR DON'T KNOW	36	40	40	35	36	33
NO ANSWER	19	19	20	19	16	19
Less nicotine						
FILTERS	42	47	43	40	44	40
NON-FILTERS	8	6	10	8	7	9
NO DIFFERENCE OR DON'T KNOW	23	22	21	25	19	26
NO ANSWER	27	25	26	27	30	25
Less tar						
FILTERS	42	46	42	42	46	37
NON-FILTERS	8	5	9	7	9	10
NO DIFFERENCE OR DON'T KNOW	21	21	21	22	15	26
NO ANSWER	29	28	28	29	30	27
Nicer looking						
FILTERS	33	45	34	31	32	25
NON-FILTERS	10	7	8	11	9	14
NO DIFFERENCE OR DON'T KNOW	25	17	25	26	27	31
NO ANSWER	32	31	33	32	32	30
Better for you						
FILTERS	41	51	43	40	40	35
NON-FILTERS	9	6	8	9	8	13
NO DIFFERENCE OR DON'T KNOW	18	14	17	20	18	20
NO ANSWER	32	29	32	31	34	32
Less irritating						
FILTERS	46	51	46	46	46	43
NON-FILTERS	12	7	12	11	16	19
NO DIFFERENCE OR DON'T KNOW	16	14	16	17	11	16
NO ANSWER	26	28	26	26	27	22

1001754178

(Continued)

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

20b. Which do you think has (milder smoking, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
Milder smoking						
FILTERS	50	55	52	49	48	44
NON-FILTERS	14	9	13	14	15	21
NO DIFFERENCE OR DON'T KNOW	13	12	13	13	12	11
NO ANSWER	23	24	22	24	25	24
Less expensive						
FILTERS	2	2	2	2	3	1
NON-FILTERS	41	36	39	42	42	46
NO DIFFERENCE OR DON'T KNOW	23	29	24	22	20	23
NO ANSWER	34	33	35	34	35	30
Feel better in your mouth						
FILTERS	37	49	40	35	33	33
NON-FILTERS	20	11	13	22	24	27
NO DIFFERENCE OR DON'T KNOW	11	10	14	11	10	10
NO ANSWER	32	30	33	32	33	30
Better flavor						
FILTERS	25	38	28	22	21	18
NON-FILTERS	39	26	31	42	46	51
NO DIFFERENCE OR DON'T KNOW	12	14	15	11	10	9
NO ANSWER	24	22	26	25	23	22
Easier on your lungs						
FILTERS	41	48	42	39	41	35
NON-FILTERS	6	2	5	7	7	11
NO DIFFERENCE OR DON'T KNOW	23	21	22	24	19	25
NO ANSWER	30	29	31	30	33	29

1001754129

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

20b. Which do you think has (better tobacco, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes	Mentholated cigarettes
Number of respondents	2064 (100%)	684 (100%)	330 (100%)	872 (100%)	142 (100%)
	%	%	%	%	%
Better tobacco					
FILTERS	10	2	2	18	19
NON-FILTERS	35	55	43	19	20
NO DIFFERENCE OR DON'T KNOW	36	28	35	44	37
NO ANSWER	19	15	20	19	24
Less Nicotine					
FILTERS	42	30	28	56	46
NON-FILTERS	8	12	15	5	1
NO DIFFERENCE OR DON'T KNOW	23	28	27	18	17
NO ANSWER	27	30	30	21	36
Less tar					
FILTERS	42	30	31	56	47
NON-FILTERS	8	12	12	5	3
NO DIFFERENCE OR DON'T KNOW	21	26	25	16	17
NO ANSWER	29	32	32	23	33
Nicer looking					
FILTERS	33	17	23	48	41
NON-FILTERS	10	19	15	2	1
NO DIFFERENCE OR DON'T KNOW	25	29	28	22	20
NO ANSWER	32	35	34	28	38
Better for you					
FILTERS	41	25	28	59	50
NON-FILTERS	9	17	15	1	3
NO DIFFERENCE OR DON'T KNOW	18	24	24	13	10
NO ANSWER	32	34	33	27	37
Less irritating					
FILTERS	46	25	29	68	60
NON-FILTERS	12	22	22	2	6
NO DIFFERENCE OR DON'T KNOW	16	22	22	10	6
NO ANSWER	26	31	27	20	28

1001254180

(Continued)

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

20b. Which do you think has (milder smoking, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes	Mentholated cigarettes
Number of respondents	2064 (100%)	684 (100%)	330 (100%)	872 (100%)	142 (100%)
	%	%	%	%	%
Milder smoking					
FILTERS	50	29	34	70	62
NON-FILTERS	14	27	24	2	4
NO DIFFERENCE OR DON'T KNOW	13	15	16	10	8
NO ANSWER	23	29	26	18	26
Less expensive					
FILTERS	2	1	2	3	2
NON-FILTERS	41	48	34	40	36
NO DIFFERENCE OR DON'T KNOW	23	16	27	27	23
NO ANSWER	34	35	37	30	39
Feel better in your mouth					
FILTERS	37	10	13	64	59
NON-FILTERS	20	38	37	1	7
NO DIFFERENCE OR DON'T KNOW	11	14	16	8	4
NO ANSWER	32	38	34	27	30
Better flavor					
FILTERS	25	2	3	47	46
NON-FILTERS	39	64	63	15	19
NO DIFFERENCE OR DON'T KNOW	12	7	9	16	11
NO ANSWER	24	27	25	22	24
Easier on your lungs					
FILTERS	41	26	24	57	54
NON-FILTERS	6	11	12	1	1
NO DIFFERENCE OR DON'T KNOW	23	28	31	17	15
NO ANSWER	30	35	33	25	30

1001754181

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

20b. Which do you think has (better tobacco, etc.), filter cigarettes

Asked of respondents who smoke

	Total cigarette smokers	Analyzed by Question 20a: important factors in choosing				
		Better tobacco	Less nicotine	Less tar	Nicer looking	Better for you
Number of respondents	2064 (100%)	888 (100%)	478 (100%)	305 (100%)	30** (100%)	177 (100%)
	%	%	%	%	%	%
Better tobacco						
FILTERS	10	12	14	13	13	15
NON-FILTERS	35	45	27	27	27	40
NO DIFFERENCE OR DON'T KNOW	36	36	40	43	43	33
NO ANSWER	19	7	19	17	17	12
Less nicotine						
FILTERS	42	39	60	57	46	56
NON-FILTERS	8	9	9	8	17	6
NO DIFFERENCE OR DON'T KNOW	23	21	23	22	27	20
NO ANSWER	27	31	8	13	10	18
Less tar						
FILTERS	42	40	56	65	47	50
NON-FILTERS	8	8	6	6	13	5
NO DIFFERENCE OR DON'T KNOW	21	20	20	21	23	24
NO ANSWER	29	32	18	8	17	21
Nicer looking						
FILTERS	33	28	42	43	63	36
NON-FILTERS	10	11	7	6	17	8
NO DIFFERENCE OR DON'T KNOW	25	26	23	23	17	35
NO ANSWER	32	35	28	28	3	21
Better for you						
FILTERS	41	35	55	56	43	66
NON-FILTERS	9	12	5	4	20	10
NO DIFFERENCE OR DON'T KNOW	18	20	12	12	17	13
NO ANSWER	32	33	28	28	20	11
Less irritating						
FILTERS	46	39	57	58	53	53
NON-FILTERS	12	15	9	6	20	10
NO DIFFERENCE OR DON'T KNOW	16	17	11	13	17	15
NO ANSWER	26	29	23	23	10	22

**Percentages based on less than

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

or non-filter cigarettes, or don't you think there is any difference?

cigarettes--41% of total sample

respondents who say the most
a brand of cigarettes are:

Less irritating	Milder smoking	Less expensive	Feel better in your mouth	Better flavor	Easier on your lungs
638 (100%)	826 (100%)	128 (100%)	230 (100%)	853 (100%)	413 (100%)
%	%	%	%	%	%
11	10	15	13	8	14
35	32	41	32	39	29
38	39	28	37	35	39
16	19	16	18	18	18
46	41	38	47	39	52
7	8	13	10	8	8
23	24	24	20	24	18
24	27	25	23	29	22
49	43	43	51	39	51
7	8	8	9	8	8
19	21	22	17	22	17
25	28	27	23	31	24
36	35	33	41	31	38
8	10	16	15	11	10
28	24	24	20	26	25
28	31	27	24	32	27
46	43	38	44	40	53
7	8	17	12	9	8
18	19	15	19	19	12
29	30	30	25	32	27
63	48	37	49	42	58
14	12	18	16	13	11
15	15	17	14	17	10
8	25	28	21	28	21

100 cases are often unreliable.

(Continued)

1001754183

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

20b. Which do you think has (milder smoking, etc.), filter cigarettes

Asked of respondents who smoke

	Total cigarette smokers	Analyzed by Question 20a: important factors in choosing: Better tobacco	Less nicotine	Less tar	Nicer looking	Better for you
Number of respondents	2064 (100%)	888 (100%)	478 (100%)	305 (100%)	30** (100%)	177 (100%)
	%	%	%	%	%	%
Milder smoking						
FILTERS	50	43	60	60	54	58
NON-FILTERS	14	17	9	7	20	14
NO DIFFERENCE OR DON'T KNOW	13	13	10	11	13	11
NO ANSWER	23	27	21	22	13	17
Less expensive						
FILTERS	2	3	3	2	3	3
NON-FILTERS	41	41	43	44	50	50
NO DIFFERENCE OR DON'T KNOW	23	20	25	26	30	22
NO ANSWER	34	36	29	28	17	25
Feel better in your mouth						
FILTERS	37	29	50	51	53	44
NON-FILTERS	20	24	13	10	13	22
NO DIFFERENCE OR DON'T KNOW	11	12	9	12	7	10
NO ANSWER	32	35	28	27	27	24
Better flavor						
FILTERS	25	18	35	32	44	31
NON-FILTERS	39	45	27	26	23	41
NO DIFFERENCE OR DON'T KNOW	12	10	14	17	13	9
NO ANSWER	24	27	24	25	20	19
Easier on your lungs						
FILTERS	41	36	52	53	40	58
NON-FILTERS	6	7	4	3	6	7
NO DIFFERENCE OR DON'T KNOW	23	23	18	17	27	16
NO ANSWER	30	34	26	27	27	19

**Percentages based on less than

1001754184

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

or non-filter cigarettes, or don't you think there is any difference?

cigarettes--41% of total sample

respondents who say the most
a brand of cigarettes are:

Less irritating	Milder smoking	Less expensive	Feel better in your mouth	Better flavor	Easier on your lungs
638 (100%)	826 (100%)	128 (100%)	230 (100%)	853 (100%)	413 (100%)
%	%	%	%	%	%
57	57	47	54	47	59
12	19	21	17	15	11
12	14	12	11	13	8
19	10	20	18	25	22
2	2	6	2	2	3
41	41	53	44	44	47
27	25	17	26	21	22
30	32	24	28	33	28
43	40	25	55	33	44
19	19	26	26	25	15
11	11	11	8	11	11
27	30	38	11	31	30
27	28	20	30	25	30
40	37	44	36	53	33
12	12	10	16	11	13
21	23	26	18	11	24
46	42	40	41	38	61
7	7	9	10	7	8
23	23	20	25	26	16
24	28	31	24	29	15

100 cases are often unreliable.

1001754185

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-20c. There is a real possibility that filter cigarettes will soon be less expensive than non-filter cigarettes. If filter cigarettes were less expensive which do you think you would smoke?

Asked of respondents who do not say that filter cigarettes are less expensive than non-filter cigarettes--64% of cigarette smokers--"A" sample

	Total asked this question	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	650 (100%)	65** (100%)	139 (100%)	296 (100%)	85** (100%)	64** (100%)
	%	%	%	%	%	%
Would smoke:						
FILTERS	52	67	60	50	41	44
NON-FILTERS	39	20	32	39	53	51
DON'T KNOW	4	8	3	5	1	5
NO ANSWER	5	5	5	6	5	-

**Percentages based on less than 100 cases are often unreliable.

1001754186

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-20c. There is a real possibility that filter cigarettes will soon be less expensive than non-filter cigarettes. If filter cigarettes were less expensive which do you think you would smoke?

Asked of respondents who do not say that filter cigarettes are less expensive than non-filter cigarettes--64% of cigarette smokers--"A" sample

	Total asked this question	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes	Mentholated cigarettes
Number of respondents	650 (100%)	211 (100%)	97** (100%)	298 (100%)	34** (100%)
	%	%	%	%	%
Would smoke: FILTERS	52	12	11	92	76
NON-FILTERS	39	80	75	1	12
DON'T KNOW	4	5	7	3	3
NO ANSWER	5	3	7	4	9

**Percentages based on less than 100 cases are often unreliable.

1001254187

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

B-20c. There is a real possibility that filter cigarettes will soon be the same price as regular size non-filter cigarettes, cheaper than king size non-filters. If filter cigarettes cost the same as regular size non-filter cigarettes which do you think you would smoke?

Asked of respondents who say non-filter cigarettes are less expensive than filter cigarettes--41% of cigarette smokers--"B" sample

	Total asked this question	Analyzed by Question 8: respondents whose daily consumption of cigarettes is:				
		6 or less	7-15	16-25	26-35	36 or more
Number of respondents	431 (100%)	32** (100%)	93** (100%)	206 (100%)	54** (100%)	45** (100%)
	%	%	%	%	%	%
Would smoke: FILTERS	51	78	59	45	48	40
NON-FILTERS	44	19	37	50	44	51
DON'T KNOW OR NO ANSWER	5	3	4	5	8	9

**Percentages based on less than 100 cases are often unreliable.

1001754188

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

B-20c. There is a real possibility that filter cigarettes will soon be the same price as regular size non-filter cigarettes, cheaper than king size non-filters. If filter cigarettes cost the same as regular size non-filter cigarettes which do you think you would smoke?

Asked of respondents who say non-filter cigarettes are less expensive than filter cigarettes--41% of cigarette smokers--"B" sample

	Total asked this question	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes	Mentholated cigarettes
Number of respondents	431 (100%)	172 (100%)	57** (100%)	170 (100%)	29** (100%)
	%	%	%	%	%
Would smoke: FILTERS	51	14	11	95	79
NON-FILTERS	44	80	82	-	17
DON'T KNOW OR NO ANSWER	5	6	7	5	4

**Percentages based on less than 100 cases are often unreliable.

1001754189

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

21. This is a question about something which might happen in the future. There is a possibility that a completely different flavor could be added to cigarette taste. Would you be interested in trying a cigarette with any of these flavors added? (Card shown respondent) (If "yes") Which flavors would you like to try?

	Total sample	Analyzed by respondents who are: Male	Female
Number of respondents	4992 (100%)	2504 (100%)	2488 (100%)
	%	%	%
PEPPERMINT	6	6	6
SPEARMINT	6	6	5
COFFEE	4	5	4
WINTERGREEN	4	4	4
DENTYNE	4	4	4
ORANGE	2	2	1
APPLE	2	2	1
CINNAMON	2	2	2
LEMON	2	2	1
STRAWBERRY	2	2	1
CHOCOLATE	1	2	1
ROOT BEER	1	2	1
VANILLA	1	2	1
PINEAPPLE	1	2	1
CHERRY	1	2	1
LIME	1	1	1
RASPBERRY	1	1	1
WALNUT	1	1	1
PEACH	1	1	*
OTHER (volunteered)	*	*	*
NONE	70	69	72
DON'T KNOW	4	4	4
NO ANSWER	4	3	4

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754190

39% of smokers would be interested in new tastes

21. This is a question about something which might happen in the future. There is a possibility that a completely different flavor could be added to cigarette taste. Would you be interested in trying a cigarette with any of these flavors added? (Card shown respondent) (If "yes") Which flavors would you like to try?

	Total sample	Analyzed by respondents who: Smoke: Total	A filter brand	A non-filter brand	A mentholated brand	Do not smoke
Number of respondents	4992 (100%)	2064 (100%)	872 (100%)	1014 (100%)	142 (100%)	2928 (100%)
	%	%	%	%	%	%
PEPPERMINT	6	11	10	10	21	3
SPEARMINT	6	11	11	10	15	2
COFFEE	4	9	9	7	13	1
WINTERGREEN	4	8	8	7	11	2
DENTYNE	4	7	7	6	13	1
ORANGE	2	3	2	3	2	1
APPLE	2	4	4	3	1	*
CINNAMON	2	3	3	3	2	1
LEMON	2	3	2	2	4	1
STRAWBERRY	2	3	2	3	1	1
CHOCOLATE	1	3	3	3	2	1
ROOT BEER	1	3	2	3	2	*
VANILLA	1	2	2	2	1	1
PINEAPPLE	1	2	2	2	1	1
CHERRY	1	2	2	2	1	*
LIME	1	2	1	2	2	*
RASPBERRY	1	1	1	1	1	*
WALNUT	1	2	1	2	2	*
PEACH	1	2	1	2	1	*
OTHER	*	*	*	*	-	*
NONE	70	57	57	59	48	79
DON'T KNOW	4	3	3	3	1	5
NO ANSWER	4	1	1	1	1	5
		61				89

11% of non-smokers would be interested in a new taste

*Less than 1% per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

12/18/59 I challenge the accuracy of this result as it is heavily weighted with non-filter smokers JC

1001754191

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

22a. What type of cigarette do you smoke most often--filter tips or non-filter tips?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers
Number of respondents	2064 (100%)
	%
FILTERS	48
NON-FILTERS	50
BOTH EQUALLY (volunteered)	1
DON'T KNOW OR NO ANSWER	1

1001754192

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

22a. What type of cigarette do you smoke most often--filter tips or non-filter tips?
and
22b. (If "filter tips") How long have you been smoking filter tips regularly?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
Smoked:			
FILTERED CIGARETTES FOR:	49	41	64
Less than 3 months	1	1	*
3 months - less than 6 months	1	1	2
6 months - less than 1 year	3	2	4
1 year - less than 2 years	9	6	15
2 years - less than 4 years	18	16	22
4 years - less than 6 years	10	9	13
6 years or more	6	5	8
Don't know or no answer	1	1	*
NON-FILTERED CIGARETTES ONLY	50	58	36
DON'T KNOW OR NO ANSWER	1	1	*

*Less than .5 per cent

1001754193

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

22a. What type of cigarette do you smoke most often--filter tips or non-filter tips?
and
22b. (If "filter tips") How long have you been smoking filter tips regularly?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:				
		18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
Smokes:						
FILTERED CIGARETTES FOR:	49	54	51	52	49	44
Less than 3 months	1	2	-	1	*	1
3 months - less than 6 months	1	4	1	1	1	*
6 months - less than 1 year	3	7	4	3	3	1
1 year - less than 2 years	9	17	12	10	8	8
2 years - less than 4 years	18	17	24	19	17	15
4 years - less than 6 years	10	3	7	11	12	10
6 years or more	6	2	2	7	7	8
Don't know or no answer	1	2	1	*	1	1
NON-FILTERED CIGARETTES	50	45	48	48	51	55
DON'T KNOW OR NO ANSWER	1	1	1	*	*	1

*Less than .5 per cent

1001251194

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

22a. What type of cigarette do you smoke most often--filter tips or non-filter tips?
and
22b. (If "filter tips") How long have you been smoking filter tips regularly?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose economic level is: A or B	C	D
Number of respondents	2064 (100%)	460 (100%)	1126 (100%)	450 (100%)
	%	%	%	%
Smokes:				
FILTERED CIGARETTES FOR:	49	60	50	36
Less than 3 months	1	1	*	1
3 months - less than 6 months	1	1	1	1
6 months - less than 1 year	3	2	3	4
1 year - less than 2 years	9	9	11	7
2 years - less than 4 years	18	24	19	11
4 years - less than 6 years	10	14	10	6
6 years or more	6	8	6	5
Don't know or no answer	1	1	*	1
NON-FILTERED CIGARETTES	50	39	50	63
DON'T KNOW OR NO ANSWER	1	1	*	1

*Less than .5 per cent

1001754195

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

22a. What type of cigarette do you smoke most often--filter tips or non-filter tips?
and
22b. (If "filter tips") How long have you been smoking filter tips regularly?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who live in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2064 (100%)	151 (100%)	424 (100%)	414 (100%)	177 (100%)	325 (100%)	156 (100%)	165 (100%)	71** (100%)	181 (100%)
	%	%	%	%	%	%	%	%	%	%
Smokes:										
FILTERED CIGARETTES FOR:	49	49	51	50	55	46	33	53	63	50
Less than 3 months	1	-	*	*	1	1	-	1	3	1
3 months - less than 6 months	1	-	1	1	1	2	1	1	-	1
6 months - less than 1 year	3	5	3	3	3	4	1	1	4	2
1 year - less than 2 years	9	14	10	10	9	8	4	9	17	9
2 years - less than 4 years	18	16	18	19	23	17	17	18	15	20
4 years - less than 6 years	10	9	11	10	9	9	5	15	13	12
6 years or more	6	5	7	7	8	4	4	7	10	4
Don't know or no answer	1	-	1	*	1	1	1	1	1	1
NON-FILTERED CIGARETTES	50	51	49	50	45	53	67	47	33	50
DON'T KNOW OR NO ANSWER	1	-	-	*	-	1	-	-	4	-

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754196

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

23. When filters are available, do you ever smoke non-filters?

Asked of respondents who smoke filter-tip cigarettes or both filter-tips and non-filter tip cigarettes equally--49% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	1018 (100%)	531 (100%)	487 (100%)
	%	%	%
YES	31	35	28
NO	68	64	72
DON'T KNOW OR NO ANSWER	1	1	*

*Less than .5 per cent

1001754197

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

23. When filters are available, do you ever smoke non-filters?

Asked of respondents who smoke filter-tip cigarettes, or both filter-tips and non-filter tip cigarettes equally--49% of cigarette smokers

	Total asked this question	Analyzed by Question 8: respondents whose daily consumption of cigarettes is:				
		6 or less	7-15	16-25	26-35	36 or more
Number of respondents	1018 (100%)	118 (100%)	251 (100%)	443 (100%)	120 (100%)	84** (100%)
	%	%	%	%	%	%
YES	31	36	29	30	33	39
NO	68	64	71	70	66	60
DON'T KNOW OR NO ANSWER	1	-	*	*	1	1

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

1001754198

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

23. When filters are available, do you ever smoke non-filters?

Asked of respondents who smoke filter-tip cigarettes, or both filter-tips and non-filter tip cigarettes equally--
49% of cigarette smokers

		Analyzed by Question 22b: respondents who have been smoking filter tips for:				
	Total asked this question	Less than 1 year	1 year-less than 2 years	2 years-less than 4 years	4 years-less than 6 years	6 years or more
Number of respondents	1018 (100%)	89** (100%)	196 (100%)	378 (100%)	212 (100%)	128 (100%)
	%	%	%	%	%	%
YES	31	46	34	30	30	26
NO	68	54	66	70	69	74
DON'T KNOW OR NO ANSWER	1	-	*	*	1	-

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001751199

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

24. Which do you <u>really</u> enjoy the most--filters or non-filters?

Asked of respondents who smoke filter-tip cigarettes or both filter-tips and non-filter tip cigarettes equally--49% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	1018 (100%)	531 (100%)	487 (100%)
	%	%	%
ENJOY FILTERS	89	85	94
ENJOY NON-FILTERS	8	10	5
NO DIFFERENCE (volunteered)	2	3	1
DON'T KNOW OR NO ANSWER	1	2	*

*Less than .5 per cent

1001754200

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

24. Which do you <u>really</u> enjoy the most--filters or non-filters?

Asked of respondents who smoke filter-tip cigarettes or both filter-tips and non-filter tip cigarettes equally--49% of cigarette smokers

	Total asked this question	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	1018 (100%)	193 (100%)	302 (100%)	333 (100%)	188 (100%)
	%	%	%	%	%
ENJOY FILTERS	89	92	90	87	88
ENJOY NON-FILTERS	8	5	6	9	11
NO DIFFERENCE (volunteered)	2	3	3	3	1
DON'T KNOW OR NO ANSWER	1	-	1	1	*

*Less than .5 per cent

1001754201

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

24. Which do you really enjoy the most--filters or non-filters?

Asked of respondents who smoke filter-tip cigarettes, or both filter-tips and non-filter tip cigarettes equally--
49% of cigarette smokers

	Total asked this question	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	1018 (100%)	118 (100%)	251 (100%)	443 (100%)	120 (100%)	84** (100%)
	%	%	%	%	%	%
ENJOY FILTERS	89	92	92	89	86	81
ENJOY NON-FILTERS	8	5	5	9	9	13
NO DIFFERENCE (volunteered)	2	3	3	2	2	3
DON'T KNOW OR NO ANSWER	1	-	*	*	3	3

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754202

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

25a. If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Asked of respondents who smoke filter-tip cigarettes, or both filter-tips and non-filter tip cigarettes equally--49% of cigarette smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	1018 (100%)	531 (100%)	487 (100%)
	%	%	%
Would smoke:			
FILTERS	82	78	86
NON-FILTERS	10	11	8
DON'T KNOW OR NO ANSWER	8	11	6

1001754203

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

25a. If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Asked of respondents who smoke filter-tip cigarettes, or both filter-tips and non-filter tip cigarettes equally--49% of cigarette smokers

	Total asked this question	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	1018 (100%)	193 (100%)	302 (100%)	333 (100%)	188 (100%)
	%	%	%	%	%
Would smoke: FILTERS	82	86	82	82	78
NON-FILTERS	10	6	9	10	12
DON'T KNOW OR NO ANSWER	8	8	9	8	10

1001754204

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

25a. If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Asked of respondents who smoke filter-tip cigarettes, or both filter tips and non-filter tip cigarettes equally--
49% of cigarette smokers

	Total asked this question	Analyzed by Question 27: respondents who smoke: Marlboro	L & M	Viceroy	Kent	Winston	Other filter
Number of respondents	1018 (100%)	106 (100%)	110 (100%)	116 (100%)	183 (100%)	235 (100%)	246 (100%)
	%	%	%	%	%	%	%
Would smoke: FILTERS	82	85	82	84	77	85	83
NON-FILTERS	10	6	7	7	15	9	9
DON'T KNOW OR NO ANSWER	8	9	11	9	8	6	8

1001754205

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

25b. Why do you think you would continue to smoke filters?

Asked of respondents who would continue to smoke filters even though they knew they were not better for their health--82% of filter tip smokers

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	834 (100%)	416 (100%)	418 (100%)
	%	%	%
DON'T LIKE TOBACCO IN MOUTH	43	37	49
Keeps the tobacco out of your mouth	41	36	47
Don't like the taste of tobacco	2	2	2
TASTE BETTER	21	19	24
Milder, not as strong	15	13	17
Better taste (no further information)	7	6	7
Other (taste better)	*	*	1
LIKE THE FEEL OF A FILTER IN MOUTH	18	19	16
No cigarette paper getting stuck to my lips	7	7	6
The end doesn't get wet, soggy, messy	4	3	5
I like the feel of a filter in my mouth (no further information)	4	5	3
They are firmer; hold their shape better	3	3	3
Other (like the feel of a filter in mouth)	1	2	*
CLEANER	11	11	12
Cleaner (no further information)	10	10	10
Neater; neater looking	1	1	2
Doesn't stain fingers	1	1	1
LESS HARMFUL	10	13	8
Filters cut down on nicotine, tars	6	8	4
Better for me, better for my health	4	5	4
LESS IRRITATING	9	9	8
I cough less	3	4	3
They don't burn my mouth as much	2	2	2
Other (less irritating)	4	4	3
I LIKE THEM, ENJOY THEM (no further information)	7	7	7
HABIT; I'M USED TO THEM	7	8	5
I'D STICK TO MY OWN BRAND	1	1	1
ALL OTHER	9	8	9
DON'T KNOW OR NO ANSWER	3	3	3

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754206

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

25b. Why do you think you would continue to smoke filters?

Asked of respondents who would continue to smoke filters even though they knew they were not better for their health--82% of filter tip smokers

	Total asked this question	Analyzed by respondents whose ages are: 18-24	25-34	35-49	50 and over
Number of respondents	834 (100%)	165 (100%)	248 (100%)	273 (100%)	146 (100%)
	%	%	%	%	%
DON'T LIKE TOBACCO IN MOUTH	43	47	45	44	34
Keeps the tobacco out of your mouth	41	47	42	42	34
Don't like the taste of tobacco	2	4	3	1	-
TASTE BETTER	21	25	26	18	15
Milder, not as strong	15	18	19	11	11
Better taste (no further information)	7	7	7	7	4
Other (taste better)	*	1	*	1	-
LIKE THE FEEL OF A FILTER IN MOUTH	18	15	21	14	22
No cigarette paper getting stuck to my lips	7	7	6	5	7
The end doesn't get wet, soggy, messy	4	4	3	3	7
I like the feel of a filter in my mouth (no further information)	4	2	7	2	4
They are firmer; hold their shape better	3	2	4	3	5
Other (like the feel of a filter in mouth)	1	2	2	2	-
CLEANER	11	5	13	13	13
Cleaner (no further information)	10	5	10	11	12
Neater; neater looking	1	1	2	1	1
Doesn't stain fingers	1	-	2	1	1
LESS HARMFUL	10	11	9	9	11
Filters cut down on nicotine, tars	6	8	6	5	5
Better for me, better for my health	4	3	3	4	6
LESS IRRITATING	9	5	7	11	11
I cough less	3	2	3	4	2
They don't burn my mouth as much	2	-	2	4	1
Other (less irritating)	4	3	2	3	8
I LIKE THEM, ENJOY THEM (no further information)	7	7	5	9	6
HABIT; I'M USED TO THEM	7	7	6	8	6
I'D STICK TO MY OWN BRAND	1	1	1	2	2
ALL OTHER	9	9	6	8	14
DON'T KNOW OR NO ANSWER	3	1	4	4	2

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754207

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

25b. Why do you think you would continue to smoke filters?

Asked of respondents who would continue to smoke filters even though they knew they were not better for their health--82% of filter-tip smokers

	Total asked this question	Analyzed by Question 27: respondents who smoke: Marlboro	L & M	Viceroy	Kent	Winston	Other filter
Number of respondents	834 (100%)	90** (100%)	90** (100%)	98** (100%)	142 (100%)	199 (100%)	205 (100%)
	%	%	%	%	%	%	%
DON'T LIKE TOBACCO IN MOUTH	43	46	48	44	39	41	43
Keeps the tobacco out of your mouth	41	44	48	42	36	40	42
Don't like the taste of tobacco	2	2	1	2	3	2	1
TASTE BETTER	21	17	20	18	32	20	20
Milder, not as strong	15	9	14	17	26	12	13
Better taste (no further information)	7	8	8	1	8	8	8
Other (taste better)	*	-	-	-	-	1	1
LIKE THE FEEL OF A FILTER IN MOUTH	18	20	16	22	15	20	16
No cigarette paper getting stuck to my lips	7	6	2	8	7	10	5
The end doesn't get wet, soggy, messy	4	6	8	5	2	3	3
I like the feel of a filter in my mouth (no further information)	4	6	3	7	3	2	3
They are firmer; hold their shape better	3	2	3	3	2	5	2
Other (like the feel of a filter in mouth)	1	2	-	-	1	2	3
CLEANER	11	13	11	10	11	10	12
Cleaner (no further information)	10	11	11	7	10	8	9
Neater; neater looking	1	1	1	1	1	2	1
Doesn't stain fingers	1	1	-	2	-	*	2
LESS HARMFUL	10	12	7	10	9	9	11
Filters cut down on nicotine, tars	6	6	3	6	5	5	9
Better for me, better for my health	4	4	4	4	4	4	2
LESS IRRITATING	9	4	9	11	4	9	12
I cough less	3	2	3	1	1	5	5
They don't burn my mouth as much	2		4	5	1	2	2
Other (less irritating)	4	2	2	5	2	3	5
I LIKE THEM, ENJOY THEM (no further information)	7	8	9	9	5	6	7
HABIT; I'M USED TO THEM	7	13	3	4	8	5	7
I'D STICK TO MY OWN BRAND	1	1	2	2	1	2	1
ALL OTHER	9	7	2	8	8	13	9
DON'T KNOW OR NO ANSWER	3	3	4	2	2	3	2

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754208

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

B-26. Would you say you have more confidence in the effectiveness of filters than you did a couple of years ago, or less confidence than you did or would you say you have no more or less confidence in filters than you used to?

Asked of respondents who smoke filter-tip cigarettes, or both filter tips and non-filter tip cigarettes equally--
49% of cigarette smokers "B" sample

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	512 (100%)	268 (100%)	244 (100%)
	%	%	%
MORE CONFIDENCE IN FILTERS	32	33	30
LESS CONFIDENCE IN FILTERS	4	4	4
NO MORE, NO LESS	61	60	63
DON'T KNOW OR NO ANSWER	3	3	3

1001754209

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

B-26. Would you say you have more confidence in the effectiveness of filters than you did a couple of years ago, or less confidence than you did or would you say you have no more or no less confidence in filters than you used to?

Asked of respondents who smoke filter-tip cigarettes, or both filter tips and non-filter tip cigarettes equally--
49% of cigarette smokers "B" sample

	Total asked this question	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	512 (100%)	97** (100%)	143 (100%)	184 (100%)	88** (100%)
	%	%	%	%	%
MORE CONFIDENCE IN FILTERS	32	20	29	33	47
LESS CONFIDENCE IN FILTERS	4	7	3	4	3
NO MORE, NO LESS	61	68	66	60	46
DON'T KNOW OR NO ANSWER	3	5	2	3	4

**Percentages based on less than 100 cases are often unreliable.

1001754210

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

B-26. Would you say you have more confidence in the effectiveness of filters than you did a couple of years ago, or less confidence than you did or would you say you have no more or no less confidence in filters than you used to?

Asked of respondents who smoke filter-tip cigarettes, or both filter tips and non-filter tip cigarettes equally--49% of cigarette smokers--"B" sample

	Total asked this question	Analyzed by Question 27: respondents who smoke:					
		L & M	Viceroy	Marlboro	Kent	Winston	Other filter
Number of respondents	512 (100%)	48** (100%)	61** (100%)	62** (100%)	90** (100%)	115 (100%)	125 (100%)
	%	%	%	%	%	%	%
MORE CONFIDENCE IN FILTER	32	33	39	27	33	34	27
LESS CONFIDENCE IN FILTER	4	6	5	3	5	3	3
NO MORE, NO LESS	61	59	52	70	60	58	66
DON'T KNOW OR NO ANSWER	3	2	4	-	2	5	4

**Percentages based on less than 100 cases are often unreliable.

1001754211

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are:		Analyzed by respondents whose ages are:					Analyzed by respondents who are:	
		Male	Female	18-20	21-24	25-34	35-49	50 and over	White	Negro
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)	1760 (100%)	268 (100%)
	%	%	%	%	%	%	%	%	%	%
CAMEL	16	21	7	6	12	14	17	22	16	18
CHESTERFIELD	6	7	3	2	4	4	7	9	6	5
Regular	4	5	2	1	3	3	4	7	4	3
King	2	2	1	1	*	2	2	2	2	1
HIT PARADE	1	1	1	2	2	1	1	1	1	2
Long	*	*	*	-	*	*	*	-	*	*
King	1	1	1	2	2	*	*	1	1	1
KENT	9	6	13	9	9	10	9	7	10	3
Long	2	1	2	3	2	3	1	*	2	1
Regular	5	3	7	4	4	5	4	4	5	1
King	3	2	4	2	2	2	4	3	3	1
KOOL	2	2	3	1	*	2	2	4	3	3
Regular	1	1	*	1	*	1	*	2	1	1
King filter	2	1	2	-	-	1	2	3	2	1
L & M	5	4	7	2	6	5	5	6	6	4
Long	1	1	1	-	1	1	1	1	1	1
Regular	3	3	4	2	2	3	3	3	3	2
King	1	1	2	-	2	1	1	2	1	1
LUCKY STRIKE	9	12	6	18	12	11	8	6	10	8
MARLBORO	5	5	6	7	10	5	4	3	5	4
Long	4	4	4	6	7	4	3	2	4	2
King	1	1	2	1	3	1	2	1	1	2
NEWPORT	1	*	1	1	-	1	1	*	1	*
Long	*	*	*	-	-	*	*	-	*	*
King	*	*	*	1	-	*	*	*	*	-
OASIS	*	*	*	-	-	-	*	*	*	-
OLD GOLD	2	2	2	1	2	3	3	1	3	-
Regular	1	1	*	1	*	1	1	1	1	-
Long	*	*	*	-	*	*	*	-	*	-
King filter	1	1	1	-	1	2	2	1	1	-
PALL MALL	12	11	14	16	17	12	12	8	11	18
PARLIAMENT	1	1	2	-	*	1	1	1	1	1
Regular	*	*	1	-	*	1	*	-	*	1
Long	1	1	1	-	-	1	1	1	1	-
PHILIP MORRIS	3	3	3	2	2	4	4	3	3	7
Regular	3	3	2	2	2	3	3	3	2	7
Long	1	1	1	-	*	*	1	1	1	*

*Less than .5 per cent

(Continued)

1001754212

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are:		Analyzed by respondents whose ages are:					Analyzed by respondents who are:	
		Male	Female	18-20	21-24	25-34	35-49	50 and over	White	Negro
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)	1760 (100%)	268 (100%)
	%	%	%	%	%	%	%	%	%	%
RALEIGH	2	1	2	1	2	1	2	2	2	*
King	1	1	1	-	*	*	1	1	1	-
King filter	1	1	1	1	1	1	1	*	1	*
SALEM	4	3	4	6	2	2	5	3	4	3
SPUD	*	-	*	-	*	-	-	*	*	*
TAREYTON	2	1	3	1	1	2	2	2	2	*
King	*	*	1	-	*	-	*	1	*	*
King filter	1	1	2	1	*	2	2	*	2	-
VICEROY	6	4	9	11	6	6	5	4	5	11
Long	1	1	1	1	1	1	1	1	1	2
King	5	3	7	10	5	5	4	3	4	9
WINSTON	11	11	13	15	13	12	9	12	11	10
Long	1	1	1	-	2	1	1	1	1	1
King	10	10	12	15	12	12	8	11	10	9
OTHER	1	1	1	-	*	1	1	1	*	1
Regular	*	1	-	-	-	-	*	1	*	-
King	*	*	*	-	-	*	*	*	*	-
Long	*	*	1	-	*	1	1	-	*	1
NO REGULAR BRAND OR NO ANSWER	1	2	1	2	1	1	1	4	1	1
Summary										
REGULAR	33	42	17	27	29	32	33	40	33	36
KING	16	15	18	17	19	15	17	13	15	20
FILTER	42	35	56	47	48	46	41	35	43	37
MENTHOLATED	7	6	8	8	3	5	8	8	7	7
NO REGULAR BRAND OR NO ANSWER	1	2	1	2	1	1	1	4	1	1

*Less than .5 per cent

Note: The answers to Question 27 have been corrected by using the responses to Questions 41 and 42 to correct for confusion about length and package.

1001754213

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who live in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2064 (100%)	151 (100%)	424 (100%)	414 (100%)	177 (100%)	325 (100%)	156 (100%)	165 (100%)	71** (100%)	181 (100%)
	%	%	%	%	%	%	%	%	%	%
CAMEL	16	13	11	15	14	17	35	19	17	12
CHESTERFIELD	6	8	9	4	3	6	4	4	3	6
Regular	4	5	6	3	2	4	4	2	1	5
King	2	3	3	1	2	2	-	2	1	1
HIT PARADE	1	1	1	1	1	2	1	1	-	1
Long	*	-	-	*	-	-	1	1	-	1
King	1	1	1	1	1	2	-	-	-	1
KENT	9	11	11	11	7	5	3	8	7	13
Long	2	1	2	2	2	1	-	1	-	3
Regular	5	8	7	5	4	2	2	2	7	5
King	3	2	2	5	1	2	1	6	-	4
KOOL	2	1	3	3	2	2	2	5	-	3
Regular	1	1	1	1	1	1	-	1	-	2
King filter	2	-	2	2	2	1	2	4	-	1
L & M	5	6	5	7	5	6	1	4	4	6
Long	1	1	1	1	1	1	-	1	3	-
Regular	3	3	3	5	2	4	1	2	-	4
King	1	1	1	1	2	1	-	2	1	1
LUCKY STRIKE	9	10	10	7	14	11	9	7	3	10
MARLBORO	5	8	9	4	5	3	3	3	4	7
Long	4	7	6	3	3	2	2	2	3	5
King	1	1	2	1	2	1	1	1	1	2
NEWPORT	1	1	*	*	2	*	-	-	1	1
Long	*	1	-	-	1	-	-	-	1	1
King	*	-	*	*	1	*	-	-	-	1
OASIS	*	-	*	*	-	-	-	-	-	-
OLD GOLD	2	5	2	3	3	1	-	1	3	2
Regular	1	2	*	1	1	1	-	1	-	1
Long	*	-	*	1	-	-	-	-	-	-
King filter	1	3	2	1	2	*	-	1	3	1
PALL MALL	12	11	13	14	7	11	14	12	8	13
PARLIAMENT	1	1	2	1	1	1	-	-	6	-
Regular	*	1	*	*	-	*	-	-	1	-
Long	1	-	2	*	1	1	-	-	4	-
PHILIP MORRIS	3	4	3	3	2	5	4	1	-	3
Regular	3	3	3	3	2	4	3	1	-	2
Long	1	1	*	1	-	1	1	-	-	1

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

(Continued)

1001754214

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who live in: New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2064 (100%)	151 (100%)	424 (100%)	414 (100%)	177 (100%)	325 (100%)	156 (100%)	165 (100%)	71** (100%)	181 (100%)
	%	%	%	%	%	%	%	%	%	%
RALEIGH	2	2	2	2	1	1	1	1	4	3
King	1	1	*	1	1	*	-	-	1	2
King filter	1	1	1	1	-	1	1	1	3	1
SALEM	4	3	3	3	2	4	4	4	7	4
SPUD	*	-	-	*	-	-	-	-	-	-
TAREYTON	2	3	3	1	3	2	-	1	-	3
King	*	-	*	*	1	*	-	-	-	1
King filter	1	3	2	1	2	1	-	1	-	2
VICEROY	6	5	3	7	5	5	8	8	13	6
Long	1	1	*	2	1	*	1	1	1	2
King	5	4	3	4	3	5	6	8	11	4
WINSTON	11	6	7	9	21	16	13	16	14	7
Long	1	1	1	1	-	1	1	-	3	3
King	10	5	6	8	21	15	12	16	11	4
OTHER	1	1	1	*	2	*	1	2	-	3
Regular	*	-	*	*	-	-	1	1	-	1
King	*	-	-	*	1	-	-	-	-	1
Long	*	1	1	*	1	*	-	1	-	1
NO REGULAR BRAND OR NO ANSWER	1	1	1	1	2	3	-	2	5	1

Summary

REGULAR	33	33	31	30	32	37	51	31	21	30
KING	16	17	17	19	11	14	15	13	11	19
FILTER	42	44	44	42	48	39	28	44	54	43
MENTHOLATED	7	5	7	8	6	6	6	10	8	8
NO REGULAR BRAND OR NO ANSWER	1	1	1	1	2	3	-	2	5	1

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

10017754215

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
CAMEL	330 16 100	21 11 6	56 12 17	159 17 48	53 20 16	43 21 13
CHESTERFIELD	6	4	4	6	6	8
Regular	4	3	3	4	5	5
King	2	1	1	2	2	3
HIT PARADE	1	1	2	1	1	-
Long	*	-	*	*	*	-
King	1	1	1	1	1	-
KENT	9	11	11	7	9	8
Long	2	1	3	1	2	1
Regular	5	4	5	4	5	5
King	3	6	3	2	3	2
KOOL	2	4	2	2	3	3
Regular	1	1	*	1	1	2
King filter	2	3	2	1	2	1
L & M	5	3	5	6	5	7
Long	1	2	1	1	*	1
Regular	3	1	3	3	3	4
King	1	1	2	1	1	1
LUCKY STRIKE	9	6	6	12	10	11
MARLBORO	5	5	5	6	6	2
Long	4	4	4	4	5	1
King	1	2	1	2	2	*
NEWPORT	1	-	*	1	1	*
Long	*	-	-	1	-	-
King	*	-	*	*	1	*
OASIS	*	-	*	*	-	-
OLD GOLD	2	1	3	2	2	2
Regular	1	-	2	1	1	-
Long	*	-	*	*	-	-
King filter	1	1	1	1	1	2
PALL MALL	249 12 100	23 12 9	70 15 28	103 11 41	35 13 14	20 10 8
PARLIAMENT	1	3	1	1	*	1
Regular	*	1	*	*	-	-
Long	1	2	1	1	*	1
PHILIP MORRIS	3	3	4	3	3	2
Regular	3	2	4	2	2	2
Long	1	1	*	1	1	*

*Less than .5 per cent

Absolute numbers of smokers responding
Percentages of brand smokers

(Continued)

100175216

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)
27. What brand of cigarettes do you smoke most often?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
RALEIGH	2	-	2	2	2	*
King	1	-	1	1	*	*
King filter	1	-	1	1	2	-
SALEM	4	7	4	3	3	3
SPUD	*	1	*	-	-	-
TAREYTON	2	3	3	1	2	2
King	*	1	1	*	*	-
King filter	1	2	2	1	2	2
VICEROY	6	12	5	6	5	3
Long	1	3	1	1	1	*
King	5	9	3	5	4	3
WINSTON	11	12	14	12	8	7
Long	1	1	2	1	*	1
King	10	11	12	11	7	6
OTHER	1	1	*	1	*	4
Regular	*	1	-	*	*	1
King	*	-	*	*	-	1
Long	*	-	-	1	-	2
NO REGULAR BRAND OR NO ANSWER	1	4	2	1	1	2
Summary						
REGULAR	33	21	26	36	38	40
KING	16	14	18	15	16	16
FILTER	42	49	46	41	39	35
MENTHOLATED	7	11	7	6	7	7
NO REGULAR BRAND OR NO ANSWER	1	4	2	1	1	2

*Less than .5 per cent

1001754217

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 25a: respondents who: Smoke filters or both filters and non-filters and say, if it were proven that filters were no better for health than non-filters, they would smoke: Filters	Non-filters	Don't know	Smoke non-filters only
Number of respondents	2064 (100%)	834 (100%)	95** (100%)	84** (100%)	1044 (100%)
	%	%	%	%	%
CAMEL	16	*	-	-	32
CHESTERFIELD	6	*	-	-	11
Regular	4	-	-	-	8
King	2	*	-	-	3
HIT PARADE	1	2	3	1	-
Long	*	*	-	1	-
King	1	1	3	1	-
KENT	9	17	28	15	-
Long	2	3	5	1	-
Regular	5	8	18	7	-
King	3	6	5	7	-
KOOL	2	4	2	2	2
Regular	1	-	-	1	2
King Filter	2	4	2	1	-
L & M	5	11	8	14	-
Long	1	2	-	1	-
Regular	3	6	7	7	-
King	1	3	1	6	-
LUCKY STRIKE	9	*	-	-	18
MARLBORO	5	11	6	12	-
Long	4	8	3	10	-
King	1	3	3	2	-
NEWPORT	1	1	-	2	-
Long	*	*	-	-	-
King	*	*	-	2	-
OASIS	*	*	-	1	-
OLD GOLD	2	3	3	2	2
Regular	1	-	-	-	1
Long	*	-	-	-	*
King filter	1	3	3	2	-
PALL MALL	12	-	-	2	24
PARLIAMENT	1	4	1	1	-
Regular	*	1	-	1	-
Long	1	2	1	-	-
PHILIP MORRIS	3	-	-	-	6
Regular	3	-	-	-	5
Long	1	-	-	-	1

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

(Continued)

1001254218

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 25a: respondents who: Smoke filters or both filters and non-filters and say, if it were proven that filters were no better for health than non-filters, they would smoke: Filters	Non-filters	Don't know	Smoke non-filters only
Number of respondents	2064 (100%)	834 (100%)	95** (100%)	84** (100%)	1044 (100%)
	%	%	%	%	%
RALEIGH	2	2	2	1	1
King	1	-	-	-	1
King filter	1	2	2	1	-
SALEM	4	8	6	5	-
SPUD	*	*	-	-	-
TAREYTON	2	3	4	2	1
King	*	*	-	-	1
King filter	1	3	4	2	-
VICEROY	6	12	8	11	-
Long	1	2	1	-	-
King	5	9	7	11	-
WINSTON	11	24	22	17	-
Long	1	2	5	1	-
King	10	22	17	15	-
OTHER	1	1	1	2	1
Regular	*	-	-	-	1
King	*	-	-	-	*
Long	*	1	1	2	-
NO REGULAR BRAND OR NO ANSWER	1	1	3	6	2
Summary					
REGULAR	33	*	-	-	65
KING	16	*	-	2	31
FILTER	42	86	88	81	-
MENTHOLATED	7	13	8	11	2
NO REGULAR BRAND OR NO ANSWER	1	1	3	6	2

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001254219

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

Analyzed by Question 36: respondents who say their previous brand of cigarettes was:

	Total cigarette smokers	Chesterfield			Hit Parade	Kent	Kool		L & M	Lucky Strike	Marlboro	Oasis
		Camel	Regular	King			Regular	Filter				
Number of respondents	2064 (100%)	307 (100%)	161 (100%)	43** (100%)	8** (100%)	17** (100%)	23** (100%)	8** (100%)	33** (100%)	302 (100%)	29** (100%)	2** (100%)
	%	%	%	%	%	%	%	%	%	%	%	%
CAMEL	16	3	20	-	-	6	17	13	-	24	7	-
CHESTERFIELD	6	8	4	-	13	-	4	-	3	5	-	-
Regular	4	6	2	-	-	-	4	-	3	3	-	-
King	2	2	2	-	13	-	-	-	-	2	-	-
HIT PARADE	1	1	-	2	-	-	-	-	6	2	3	-
Long	*	*	-	-	-	-	-	-	-	*	-	-
King	1	1	-	2	-	-	-	-	6	2	3	-
KENT	9	6	10	14	13	-	-	25	24	4	24	50
Long	2	1	1	-	-	-	-	-	6	*	10	-
Regular	5	3	6	9	13	-	-	13	6	3	10	50
King	3	2	2	5	-	-	-	13	12	1	3	-
KOOL	2	3	2	-	-	-	9	-	6	3	7	-
Regular	1	1	1	-	-	-	-	-	-	2	3	-
King filter	2	2	1	-	-	-	9	-	6	1	3	-
L & M	5	4	7	21	-	18	4	-	-	7	3	-
Long	1	2	1	2	-	-	-	-	-	1	-	-
Regular	3	2	4	16	-	18	4	-	-	5	-	-
King	1	1	2	2	-	-	-	-	-	1	3	-
LUCKY STRIKE	9	12	14	2	13	-	-	-	9	2	7	-
MARLBORO	5	4	4	5	-	12	-	-	9	5	7	-
Long	4	4	2	5	-	6	-	-	3	4	3	-
King	1	1	1	-	-	6	-	-	6	1	3	-
NEWPORT	1	1	-	-	-	6	-	-	-	-	-	-
Long	*	1	-	-	-	6	-	-	-	-	-	-
King	*	1	-	-	-	-	-	-	-	-	-	-
OASIS	*	-	-	-	-	-	-	13	-	*	-	-
OLD GOLD	2	2	2	2	-	6	4	-	-	3	-	-
Regular	1	1	1	-	-	-	4	-	-	1	-	-
Long	*	*	-	2	-	-	-	-	-	*	-	-
King filter	1	1	2	-	-	6	-	-	-	1	-	-
PALL MALL	12	14	15	21	13	6	9	25	9	20	7	-
PARLIAMENT	1	1	1	-	-	12	-	-	3	1	3	-
Regular	*	-	-	-	-	12	-	-	-	*	-	-
Long	1	1	1	-	-	-	-	-	3	*	3	-
PHILIP MORRIS	3	6	2	-	-	-	17	-	-	4	-	-
Regular	3	5	1	-	-	-	13	-	-	4	-	-
Long	1	1	1	-	-	-	4	-	-	1	-	-

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

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1001754220

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

Analyzed by Question 36: respondents who say their previous brand of cigarettes was:

	Total cigarette smokers	Chesterfield			Hit Parade	Kent	Kool		L & M	Lucky Strike	Marlboro	Oasis
		Camel	Regular	King			Regular	Filter				
Number of respondents	2064 (100%)	307 (100%)	161 (100%)	43** (100%)	8** (100%)	17** (100%)	23** (100%)	8** (100%)	33** (100%)	302 (100%)	29** (100%)	2** (100%)
	%	%	%	%	%	%	%	%	%	%	%	%
RALEIGH	2	1	3	-	-	-	-	-	-	2	3	-
King	1	*	2	-	-	-	-	-	-	1	-	-
King filter	1	1	1	-	-	-	-	-	-	1	3	-
SALEM	4	3	2	-	25	-	17	25	3	2	-	50
SPUD	*	-	-	-	-	-	-	-	-	-	-	-
TAREYTON	2	3	1	5	-	6	-	-	-	*	14	-
King	*	*	-	2	-	-	-	-	-	-	-	-
King filter	1	2	1	2	-	6	-	-	-	*	14	-
VICEROY	6	4	4	16	-	18	4	-	9	6	3	-
Long	1	1	-	-	-	6	-	-	3	1	3	-
King	5	4	4	16	-	12	4	-	6	5	-	-
WINSTON	11	22	6	12	25	-	13	-	15	9	3	-
Long	1	3	-	2	-	-	-	-	-	-	-	-
King	10	19	6	9	25	-	13	-	15	9	3	-
OTHER	1	1	2	-	-	12	-	-	3	-	7	-
Regular	*	1	1	-	-	-	-	-	-	-	-	-
King	*	-	1	-	-	-	-	-	-	-	-	-
Long	*	*	1	-	-	12	-	-	3	-	7	-
NO REGULAR BRAND OR NO ANSWER	1	*	-	-	-	-	-	-	-	*	-	-
Summary												
REGULAR	33	27	40	2	13	6	39	13	12	33	14	-
KING	16	17	20	26	25	6	13	25	9	25	7	-
FILTER	42	47	36	72	38	82	22	25	70	36	72	50
MENTHOLATED	7	7	4	-	25	6	26	38	9	5	7	50
NO REGULAR BRAND OR NO ANSWER	*	*	-	-	-	-	-	-	-	*	-	-

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--41% of total sample

Analyzed by Question 36: respondents who say their previous brand of cigarettes was:

	Total cigarette smokers	Old Gold			Pall Mall	Parliament		Philip Morris		Raleigh		
		Regular	King	Filter		Regular	King	Regular	King	King	Filter	Salem
Number of respondents	2064 (100%)	64** (100%)	9** (100%)	9** (100%)	156 (100%)	7** (100%)	4** (100%)	102 (100%)	19** (100%)	14** (100%)	6** (100%)	6** (100%)
	%	%	%	%	%	%	%	%	%	%	%	%
CAMEL	16	19	-	11	5	-	-	14	-	7	-	-
CHESTERFIELD	6	9	33	-	1	-	-	6	5	-	-	-
Regular	4	8	-	-	1	-	-	3	-	-	-	-
King	2	2	33	-	-	-	-	3	5	-	-	-
HIT PARADE	1	-	-	-	1	-	-	-	-	-	-	-
Long	*	-	-	-	1	-	-	-	-	-	-	-
King	1	-	-	-	-	-	-	-	-	-	-	-
KENT	9	9	11	11	15	29	50	2	21	7	17	33
Long	2	-	11	-	2	14	50	-	-	-	-	-
Regular	5	6	-	11	9	14	-	1	11	7	17	17
King	3	3	-	-	4	-	-	1	11	-	-	17
KOOL	2	3	-	-	1	-	-	3	-	7	-	-
Regular	1	2	-	-	-	-	-	2	-	-	-	-
King filter	2	2	-	-	1	-	-	1	-	7	-	-
L & M	5	3	-	-	8	14	25	3	11	14	-	-
Long	1	2	-	-	2	-	-	1	-	-	-	-
Regular	3	2	-	-	3	14	-	1	11	14	-	-
King	1	-	-	-	3	-	25	1	-	-	-	-
LUCKY STRIKE	9	9	11	-	5	-	-	15	-	-	-	-
MARLBORO	5	3	11	22	5	14	25	11	11	-	33	-
Long	4	3	11	11	4	14	25	6	5	-	33	-
King	1	-	-	11	1	-	-	3	5	-	-	-
NEWPORT	1	-	-	11	1	-	-	-	-	-	-	-
Long	*	-	-	11	-	-	-	-	-	-	-	-
King	*	-	-	-	1	-	-	-	-	-	-	-
OASIS	*	-	-	-	-	-	-	-	-	7	-	-
OLD GOLD	2	-	-	-	4	-	-	7	-	7	-	-
Regular	1	-	-	-	-	-	-	4	-	-	-	-
Long	*	-	-	-	1	-	-	-	-	-	-	-
King filter	1	-	-	-	4	-	-	3	-	7	-	-
PALL MALL	12	25	-	-	1	-	-	18	11	21	-	17
PARLIAMENT	1	3	-	-	1	-	-	-	-	-	-	-
Regular	*	2	-	-	-	-	-	-	-	-	-	-
Long	1	2	-	-	1	-	-	-	-	-	-	-
PHILIP MORRIS	3	3	11	-	4	-	-	-	-	7	-	-
Regular	3	3	-	-	3	-	-	-	-	-	-	-
Long	1	-	11	-	1	-	-	-	-	7	-	-

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

(Continued)

1001754222

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)
27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

Analyzed by Question 36: respondents who say their previous brand of cigarettes was:

	Total cigarette smokers	Old Gold Regular	Old Gold King	Old Gold Filter	Pall Mall	Parliament Regular	Parliament King	Philip Morris Regular	Philip Morris King	Raleigh King	Raleigh Filter	Raleigh Salem
Number of respondents	2064 (100%)	64** (100%)	9** (100%)	9** (100%)	156 (100%)	7** (100%)	4** (100%)	102 (100%)	19** (100%)	14** (100%)	6** (100%)	6** (100%)
	%	%	%	%	%	%	%	%	%	%	%	%
RALEIGH	2	2	-	-	3	-	-	3	5	-	-	-
King	1	-	-	-	1	-	-	1	5	-	-	-
King filter	1	2	-	-	1	-	-	2	-	-	-	-
SALEM	4	-	-	33	6	14	-	3	21	7	-	-
SPUD	*	-	-	-	-	14	-	-	-	-	-	-
TAREYTON	2	2	-	11	2	14	-	-	-	7	33	-
King	*	2	-	-	2	-	-	-	-	7	-	-
King filter	1	-	-	11	-	14	-	-	-	-	33	-
VICEROY	6	-	11	-	10	-	-	8	11	-	17	-
Long	1	-	-	-	4	-	-	1	-	-	17	-
King	5	-	11	-	6	-	-	7	11	-	-	-
WINSTON	11	9	11	-	24	-	-	8	5	7	-	33
Long	1	2	-	-	1	-	-	2	-	-	-	-
King	10	8	11	-	22	-	-	6	5	7	-	33
OTHER	1	-	-	-	3	-	-	1	-	-	-	-
Regular	*	-	-	-	-	-	-	1	-	-	-	-
King	*	-	-	-	1	-	-	-	-	-	-	-
Long	*	-	-	-	1	-	-	-	-	-	-	-
NO REGULAR BRAND OR NO ANSWER	1	-	-	-	1	-	-	-	-	-	-	-
Summary												
REGULAR	33	39	11	11	14	-	-	36	-	7	-	17
KING	16	28	44	-	7	-	-	22	21	36	-	17
FILTER	42	30	44	44	69	71	100	36	58	36	100	67
MENTHOLATED	7	3	-	44	8	29	-	6	21	21	-	-
NO REGULAR BRAND OR NO ANSWER	*	-	-	-	1	-	-	-	-	-	-	-

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754223

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

Analyzed by Question 36: respondents who say their previous brand of cigarettes was:

	Total cigarette smokers	Tareyton					Other				No regular brand
		Spud	King	Filter	Viceroy	Winston	Regular	King	Filter	None	
Number of respondents	2064 (100%)	4** (100%)	11** (100%)	11** (100%)	68** (100%)	60** (100%)	21** (100%)	2** (100%)	9** (100%)	317 (100%)	143 (100%)
	%	%	%	%	%	%	%	%	%	%	%
CAMEL	16	25	-	-	3	3	62	50	-	31	22
CHESTERFIELD	6	-	-	-	-	-	10	-	-	11	5
Regular	4	-	-	-	-	-	10	-	-	9	3
King	2	-	-	-	-	-	-	-	-	2	1
HIT PARADE	1	-	-	9	-	2	-	-	-	*	1
Long	*	-	-	-	-	2	-	-	-	-	-
King	1	-	-	9	-	-	-	-	-	*	1
KENT	9	-	18	9	29	27	-	-	11	3	5
Long	2	-	-	-	6	5	-	-	11	1	1
Regular	5	-	9	9	16	10	-	-	-	2	1
King	3	-	9	-	7	12	-	-	-	1	3
KOOL	2	25	9	-	1	2	-	-	-	2	3
Regular	1	-	9	-	-	2	-	-	-	*	1
King filter	2	25	-	-	1	-	-	-	-	2	3
L & M	5	-	9	9	4	5	-	-	22	2	1
Long	1	-	-	-	-	-	-	-	22	*	1
Regular	3	-	9	9	3	3	-	-	-	1	1
King	1	-	-	-	1	2	-	-	-	1	-
LUCKY STRIKE	9	-	-	-	3	2	5	-	11	21	13
MARLBORO	5	-	27	9	12	7	-	-	-	3	3
Long	4	-	27	9	9	2	-	-	-	2	3
King	1	-	-	-	3	5	-	-	-	1	1
NEWPORT	1	25	-	-	-	2	-	-	-	*	1
Long	*	-	-	-	-	2	-	-	-	-	-
King	*	25	-	-	-	-	-	-	-	*	1
OASIS	*	-	-	-	-	-	-	-	-	-	-
OLD GOLD	2	-	-	-	-	5	-	-	-	1	1
Regular	1	-	-	-	-	-	-	-	-	*	1
Long	*	-	-	-	-	-	-	-	-	-	-
King filter	1	-	-	-	-	5	-	-	-	1	-
PALL MALL	12	-	9	9	9	10	14	-	-	9	7
PARLIAMENT	1	-	-	-	-	2	-	-	22	1	1
Regular	*	-	-	-	-	-	-	-	-	1	-
Long	1	-	-	-	-	2	-	-	22	-	1
PHILIP MORRIS	3	-	-	-	3	2	-	-	-	2	4
Regular	3	-	-	-	1	2	-	-	-	2	3
Long	1	-	-	-	1	-	-	-	-	-	1

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754224

(Continued)

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

Analyzed by Question 36: respondents who say their previous brand of cigarettes was:

	Total cigarette smokers	Tareyton			Other					No regular brand
		Spud	King	Filter	Viceroy	Winston	Regular	King	Filter	None	
Number of respondents	2064 (100%)	4** (100%)	11** (100%)	11** (100%)	68** (100%)	60** (100%)	21** (100%)	2** (100%)	9** (100%)	317 (100%)	143 (100%)
	%	%	%	%	%	%	%	%	%	%	%
RALEIGH	2	-	-	-	-	2	-	-	11	1	1
King	1	-	-	-	-	-	-	-	-	*	-
King filter	1	-	-	-	-	2	-	-	11	*	1
SALEM	4	-	-	-	9	12	-	-	11	1	3
SPUD	*	-	-	-	-	-	-	-	-	*	-
TAREYTON	2	-	9	-	1	3	-	-	-	1	1
King	*	-	-	-	-	-	-	-	-	1	-
King filter	1	-	9	-	1	3	-	-	-	*	1
VICEROY	6	-	-	27	3	15	-	-	11	3	4
Long	1	-	-	9	-	3	-	-	-	*	-
King	5	-	-	18	3	12	-	-	11	3	4
WINSTON	11	-	18	27	22	-	5	-	-	7	6
Long	1	-	9	9	1	-	-	-	-	*	1
King	10	-	9	18	21	-	5	-	-	6	6
OTHER	1	-	-	-	-	2	5	50	-	-	3
Regular	*	-	-	-	-	2	5	-	-	-	1
King	*	-	-	-	-	-	-	50	-	-	1
Long	*	-	-	-	-	-	-	-	-	-	1
NO REGULAR BRAND OR NO ANSWER	1	25	-	-	-	-	-	-	-	1	13
Summary											
REGULAR	33	25	-	-	7	8	81	50	11	63	44
KING	16	-	9	9	10	10	14	50	-	12	10
FILTER	42	-	82	91	72	17	5	-	78	20	26
MENTHOLATED	7	50	9	-	10	15	-	-	11	4	7
NO REGULAR BRAND OR NO ANSWER	*	25	-	-	-	-	-	-	-	1	13

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754225

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by Question 38: respondents who have been smoking their present brand for: Less than 1 year	1 year-less than 2 years	2 years-less than 4 years	4 years-less than 6 years	6 years or more
Number of respondents	2064 (100%)	202 (100%)	318 (100%)	527 (100%)	261 (100%)	690 (100%)
	%	%	%	%	%	%
CAMEL	16	5	3	6	8	36
CHESTERFIELD	6	1	3	3	4	11
Regular	4	*	2	2	2	8
King	2	1	1	1	2	3
HIT PARADE	1	3	1	2	1	1
Long	*	1	-	*	1	1
King	1	2	1	1	*	*
KENT	9	13	18	14	6	1
Long	2	3	3	2	1	-
Regular	5	5	10	7	3	1
King	3	4	5	4	2	1
KOOL	2	3	3	2	3	3
Regular	1	1	*	*	1	1
King filter	2	1	2	1	2	1
L & M	5	5	7	8	8	1
Long	1	*	1	2	2	*
Regular	3	3	3	6	4	1
King	1	1	3	1	2	*
LUCKY STRIKE	9	5	3	5	9	18
MARLBORO	5	5	8	9	5	1
Long	4	3	7	6	3	1
King	1	2	1	2	2	*
NEWPORT	1	2	1	*	*	-
Long	*	2	*	-	-	-
King	*	*	1	*	*	-
OASIS	*	1	1	-	-	-
OLD GOLD	2	3	3	3	3	1
Regular	1	-	1	1	1	1
Long	*	1	*	*	-	-
King filter	1	2	2	2	2	*
PALL MALL	12	8	14	12	18	11
PARLIAMENT	1	2	2	1	*	*
Regular	*	1	1	*	-	-
Long	1	1	2	1	*	*
PHILIP MORRIS	3	1	2	2	3	6
Regular	3	*	2	1	2	5
Long	1	1	-	*	1	1

*Less than .5 per cent

(Continued)

1001754226

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total asked this question	Analyzed by Question 38: respondents who have been smoking their present brand for: Less than 1 year	1 year- less than 2 years	2 years- less than 4 years	4 years- Less than 6 years	6 years or more
Number of respondents	2064 (100%)	202 (100%)	318 (100%)	527 (100%)	261 (100%)	690 (100%)
	%	%	%	%	%	%
RALEIGH	2	-	1	1	2	3
King	1	-	*	1	-	1
King filter	1	-	*	*	2	1
SALEM	4	9	8	5	2	*
SPUD	*	-	*	-	-	*
TAREYTON	2	6	2	1	1	1
King	*	1	-	*	1	*
King filter	1	5	2	1	*	*
VICEROY	6	8	7	8	7	2
Long	1	1	2	1	2	*
King	5	7	5	7	5	1
WINSTON	11	12	15	19	16	2
Long	1	1	1	2	2	-
King	10	10	14	17	14	2
OTHER	1	3	*	1	1	2
Regular	*	*	-	*	-	1
King	*	1	-	-	*	*
Long	*	2	*	*	1	*
NO REGULAR BRAND OR NO ANSWER	1	2	-	*	*	*
Summary						
REGULAR	33	12	10	16	23	68
KING	16	13	15	14	23	18
FILTER	42	57	62	63	48	11
MENTHOLATED	7	15	12	7	6	3
NO REGULAR BRAND OR NO ANSWER	1	2	-	*	*	*

*Less than .5 per cent

1001754227

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes

Asked of respondents who smoke

Analyzed by Question 20a: respondents

	Total cigarette smokers	Better tobacco	Better flavor	Milder smoking	Less irritating
Number of respondents	2064 (100%)	888 (100%)	853 (100%)	826 (100%)	638 (100%)
	%	%	%	%	%
CAMEL	16	23	20	12	11
CHESTERFIELD	6	6	8	5	5
Regular	4	4	5	3	3
King	2	2	2	2	2
HIT PARADE	1	1	1	1	1
Long	*	*	*	*	*
King	1	1	*	1	1
KENT	9	7	6	10	11
Long	2	1	1	2	1
Regular	5	3	3	5	7
King	3	2	2	2	3
KOOL	2	2	2	2	4
Regular	1	1	1	*	1
King filter	2	1	1	2	3
L & M	5	4	5	6	6
Long	1	1	1	1	*
Regular	3	2	2	3	4
King	1	1	2	1	2
LUCKY STRIKE	9	12	12	8	9
MARLBORO	5	4	5	6	5
Long	4	3	4	4	4
King	1	1	1	1	1
NEWPORT	1	*	*	1	1
Long	*	*	*	1	*
King	*	*	*	*	*
OASIS	*	*	-	-	-
OLD GOLD	2	4	2	3	1
Regular	1	1	1	1	*
Long	*	*	-	*	*
King filter	1	1	2	2	1
PALL MALL	12	13	13	13	12
PARLIAMENT	1	1	1	2	1
Regular	*	*	*	1	*
Long	1	*	1	1	1
PHILIP MORRIS	3	4	3	4	3
Regular	3	3	2	3	2
Long	1	1	1	*	1

*Less than

**Percentages based on less than

1001754228

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

do you smoke most often?

cigarettes--41% of total sample

who say the most important factors in choosing a brand of cigarettes are:

Less nicotine	Easier on your lungs	Less tar	Feel better in your mouth	Better for you	Less expensive	Nicer looking
478 (100%)	413 (100%)	305 (100%)	230 (100%)	177 (100%)	128 (100%)	30** (100%)
%	%	%	%	%	%	%
12	11	10	10	13	20	10
5	5	4	5	6	5	7
4	3	3	3	6	5	7
1	1	1	3	1	-	-
1	1	1	*	1	1	-
*	*	-	*	-	-	-
1	*	1	-	1	1	-
14	12	17	8	14	5	3
3	2	3	1	3	1	-
7	6	9	4	7	2	3
5	4	6	3	3	2	-
1	4	1	5	4	5	-
1	1	*	1	2	2	-
*	3	*	3	2	2	-
7	7	8	8	3	6	10
1	*	*	1	1	2	3
4	5	5	7	2	3	7
2	1	2	*	1	1	-
5	9	5	10	10	13	7
6	5	6	7	5	2	13
4	4	5	6	4	1	10
2	1	1	1	1	1	3
1	1	1	1	-	-	-
1	1	*	-	-	-	-
1	1	1	1	-	-	-
*	*	1	1	-	-	3
4	2	5	1	1	2	-
1	1	2	1	-	1	-
*	*	*	-	1	-	-
3	*	2	*	-	1	-
8	11	5	9	11	11	10
1	1	1	1	2	2	-
*	*	-	-	1	-	-
*	1	1	1	1	2	-
3	2	2	3	3	4	-
2	2	1	2	2	2	-
*	*	*	1	1	2	-

.5 per cent
100 cases are often unreliable.

(Continued)

10017754229

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

27. What brand of cigarette-

Asked of respondents who smoke

	Total cigarette smokers	Analyzed by Question 20a: respondents			
		Better tobacco	Better flavor	Milder smoking	Less irrita-ting
Number of respondents	2064 (100%)	888 (100%)	- 853 (100%)	826 (100%)	638 (100%)
	%	%	%	%	%
RALEIGH	2	1	2	2	2
King	1	*	1	1	1
King filter	1	1	1	1	1
SALEM	4	2	2	4	3
SPUD	*	*	*	*	*
TAREYTON	2	2	1	3	3
King	*	1	*	1	1
King filter	1	1	1	2	2
VICEROY	6	3	4	7	7
Long	1	1	1	2	1
King	5	2	3	5	6
WINSTON	11	9	11	12	11
Long	1	1	1	1	1
King	10	8	10	11	10
OTHER	1	1	1	1	2
Regular	*	1	*	*	1
King	*	*	*	*	*
Long	*	*	*	*	1
NO REGULAR BRAND OR NO ANSWER	1	1	1	1	1
Summary					
REGULAR	33	43	40	28	26
KING	16	18	18	17	17
FILTER	42	32	36	47	48
MENTHOLATED	7	6	5	7	8
NO REGULAR BRAND OR NO ANSWER	1	1	1	1	1

1001754230

*Less than

**Percentages based on less than

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

do you smoke most often?

cigarettes--41% of total sample

who say the most important factors in choosing a brand of cigarettes are:

Less nicotine	Easier on your lungs	Less tar	Feel better in your mouth	Better for you	Less expensive	Nicer looking
478 (100%)	413 (100%)	305 (100%)	230 (100%)	177 (100%)	128 (100%)	30** (100%)
%	%	%	%	%	%	%
1	1	1	2	1	2	-
*	1	-	2	-	1	-
*	1	1	*	1	1	-
6	5	4	4	3	2	-
-	*	-	*	-	-	-
1	1	1	3	1	-	3
*	*	-	1	1	-	3
1	1	1	2	-	-	-
9	8	7	4	8	4	10
*	1	1	1	-	-	-
8	7	6	3	8	4	10
13	12	17	13	13	13	17
1	1	2	1	-	-	-
12	11	15	13	13	13	17
1	*	2	1	1	4	3
*	-	*	-	-	2	-
*	-	*	-	-	2	-
1	*	1	1	1	-	3
2	1	3	1	1	2	3
24	25	22	25	31	42	23
10	15	7	15	14	16	13
56	48	62	47	47	34	57
8	10	7	11	7	7	3
2	1	3	1	1	2	3

.5 per cent
100 cases are often unreliable.

1001754231

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarette

Asked of respondents who smok

	Total cigarette smokers	Analyzed by: Milder smoking	Less irritating	Less tar	Less nicotine
Number of respondents	2064 (100%)	1025 (100%)	-948 (100%)	871 (100%)	864 (100%)
	%	%	%	%	%
CAMEL	16	8	8	10	10
CHESTERFIELD	6	4	3	4	3
Regular	4	3	2	3	2
King	2	2	1	1	1
HIT PARADE	1	1	1	1	1
Long	*	*	*	*	*
King	1	1	1	1	1
KENT	9	13	14	12	13
Long	2	3	2	2	2
Regular	5	7	8	7	7
King	3	4	4	4	4
KOOL	2	3	3	2	2
Regular	1	1	1	1	1
King filter	2	2	2	2	2
L & M	5	8	8	7	8
Long	1	1	1	1	1
Regular	3	5	5	4	5
King	1	2	1	1	1
LUCKY STRIKE	9	7	6	8	8
MARLBORO	5	7	7	7	6
Long	4	5	6	5	4
King	1	2	2	2	2
NEWPORT	1	1	1	1	1
Long	*	*	*	*	*
King	*	*	*	*	*
OASIS	*	*	*	*	*
OLD GOLD	2	2	2	2	2
Regular	1	*	*	*	*
Long	*	*	*	*	*
King filter	1	2	2	1	1
PALL MALL	12	8	7	8	8
PARLIAMENT	1	2	1	1	1
Regular	*	*	*	*	*
Long	1	1	1	1	1
PHILIP MORRIS	3	2	2	2	2
Regular	3	2	1	2	2
Long	1	*	*	1	*

*Less than

**Percentages based on less than

1001754232

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

do you smoke most often?

cigarettes--41% of total sample

Question 20b: respondents who picked filter cigarettes as having:

Better for you	Easier on your lungs	Feel better in your mouth	Nicer looking	Better flavor	Better tobacco	Less expensive
856 (100%)	840 (100%)	761 (100%)	675 (100%)	504 (100%)	210 (100%)	42** (100%)
%	%	%	%	%	%	%
9	9	3	7	2	4	10
3	4	2	2	1	1	5
2	3	1	1	1	1	-
1	1	1	1	*	*	5
2	2	1	2	2	1	2
*	*	*	*	*	*	-
1	1	1	1	2	1	2
13	14	17	14	17	13	7
2	3	3	2	3	2	5
7	7	9	8	10	7	2
3	4	5	4	4	4	-
3	3	4	3	4	4	2
1	1	1	*	1	*	-
2	2	3	2	3	3	2
7	6	9	7	9	11	5
1	1	2	1	1	2	2
4	4	6	5	6	6	2
1	1	1	1	2	3	-
6	7	3	6	1	1	-
8	7	9	8	10	8	7
6	6	7	6	8	5	7
2	2	2	2	2	3	-
*	1	1	1	1	1	-
*	*	*	*	1	*	-
-	*	*	*	*	1	-
*	*	*	*	*	*	-
2	2	2	2	2	*	2
*	*	*	*	*	-	2
*	*	-	*	-	-	-
1	1	2	2	2	*	-
8	7	4	9	1	3	10
1	1	2	2	2	*	2
*	*	1	1	1	*	2
1	1	1	1	1	1	-
2	2	1	3	*	*	2
2	2	1	2	*	*	2
*	*	*	1	-	-	-

•5 per cent
100 cases are often unreliable.

(Continued)

10017542233

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

27. What brand of cigarette

Asked of respondents who smoke

	Total cigarette smokers	Analyzed by: Milder smoking	Less irritating	Less tar	Less nicotine
Number of respondents	2064 (100%)	1025 (100%)	948 (100%)	871 (100%)	864 (100%)
	%	%	%	%	%
RALEIGH	2	1	2	1	1
King	1	*	1	1	*
King filter	1	1	1	1	1
SALEM	4	5	5	4	5
SPUD	*	*	*	*	*
TAREYTON	2	2	2	2	2
King	*	*	*	*	*
King filter	1	2	2	2	2
VICHROY	6	8	9	8	8
Long	1	1	1	1	1
King	5	7	8	7	7
WINSTON	11	15	16	15	16
Long	1	1	1	1	1
King	10	14	15	15	14
OTHER	1	1	1	1	1
Regular	*	*	*	*	*
King	*	*	*	*	-
Long	*	1	1	1	1
NO REGULAR BRAND OR NO ANSWER	1	1	1	1	1

Summary

REGULAR	33	20	18	23	24
KING	16	11	10	12	11
FILTER	42	60	62	56	57
MENTHOLATED	7	9	9	8	8
NO REGULAR BRAND OR NO ANSWER	1	1	1	1	1

1001254234

*Less than

**Percentages based on less than

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

do you smoke most often?

cigarettes--41% of total sample

Question 20b: respondents who picked filter cigarettes as having:

Better for you	Easier on your lungs	Feel better in your mouth	Nicer looking	Better flavor	Better tobacco	Less expensive
856 (100%)	840 (100%)	761 (100%)	675 (100%)	504 (100%)	210 (100%)	42** (100%)
%	%	%	%	%	%	%
1	1	1	1	1	*	-
*	*	*	1	-	-	-
1	1	1	1	1	*	-
5	4	6	5	8	7	2
*	-	*	*	*	-	2
3	2	2	2	3	1	5
1	*	*	*	*	-	-
2	2	2	2	3	1	5
9	8	11	8	11	11	12
1	1	1	1	2	*	2
7	7	9	7	9	10	10
16	16	19	15	24	28	24
1	1	2	1	2	1	-
15	15	17	14	22	26	24
1	1	1	1	1	1	-
*	1	-	-	-	*	-
-	*	-	*	-	-	-
1	*	1	1	1	*	-
1	1	1	1	*	-	-
20	21	9	17	3	8	14
11	9	6	11	2	3	14
60	59	73	62	82	76	64
8	9	11	9	13	13	7
1	1	1	1	*	-	-

•5 per cent
100 cases are often unreliable.

1001754235

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--41% of total sample

Number of respondents	Total cigarette smokers	Analyzed by Questions 45b,38: respondents who say: Someone is out of work or their family income is less than a year ago and have been smoking their present brand for: Total	Less than 1 year	1 year less than 2 years	2 years less than 4 years	4 years or more	Their family income is the same or more than a year ago and have been smoking their present brand for: Total	Less than 1 year	1 year less than 2 years	2 years less than 4 years	4 years or more
	2064 (100%)	669 (100%)	62** (100%)	103 (100%)	157 (100%)	235 (100%)	1306 (100%)	137 (100%)	206 (100%)	348 (100%)	593 (100%)
	%	%	%	%	%	%	%	%	%	%	%
CAMEL	16	18	8	5	7	30	15	4	3	6	28
CHESTERFIELD	6	6	-	2	3	10	6	2	3	3	9
Regular	4	4	-	1	2	7	4	1	2	2	7
King	2	2	-	1	1	3	2	1	1	1	2
HIT PARADE	1	1	2	1	2	*	1	4	*	2	*
Long	*	-	-	-	-	-	*	1	-	1	-
King	1	1	2	1	2	*	1	2	*	1	*
KENT	9	7	10	14	12	2	10	15	20	14	3
Long	2	1	2	2	3	-	2	4	3	3	1
Regular	5	4	5	6	8	2	5	6	12	7	1
King	3	2	3	6	2	*	3	4	5	5	1
KOOL	2	2	-	2	1	3	3	4	3	2	3
Regular	1	1	-	1	1	1	1	2	-	*	1
King filter	2	1	-	1	1	2	2	2	3	2	2
L & M	5	5	8	8	10	2	6	4	7	8	4
Long	1	1	2	1	1	1	1	-	*	2	1
Regular	3	3	3	5	8	1	3	4	3	5	2
King	1	1	3	2	1	*	1	-	3	1	1
LUCKY STRIKE	9	10	6	1	6	17	9	4	3	5	15
MARLBORO	5	4	5	6	9	1	5	5	8	8	3
Long	4	3	3	5	8	1	4	3	7	5	2
King	1	1	2	1	1	*	1	2	1	3	1
NEWPORT	1	*	2	1	1	-	1	3	1	*	*
Long	*	*	2	-	-	-	*	2	*	-	-
King	*	*	-	1	1	-	*	1	*	*	*
OASIS	*	*	-	1	-	-	*	1	-	-	-
OLD GOLD	2	1	2	1	4	1	3	4	3	3	2
Regular	1	*	-	-	1	*	1	-	1	2	1
Long	*	*	-	-	1	-	*	1	*	-	-
King	1	1	2	1	3	*	1	2	2	1	1
PALL MALL	12	16	11	23	11	16	10	7	8	11	11
PARLIAMENT	1	*	2	-	-	*	1	3	3	2	*
Regular	*	*	2	-	-	-	*	1	1	*	-
Long	1	*	-	-	-	*	1	1	2	1	*
PHILIP MORRIS	3	3	2	3	3	4	3	1	1	1	5
Regular	3	3	-	3	2	3	2	1	1	1	4
Long	1	1	2	-	1	1	1	1	-	*	1

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

(Continued)

1001754236

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

27. What brand of cigarettes do you smoke most often?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Someone is out of work or their family income is less than a year ago and have been smoking their present brand for:					Their family income is the same or more than a year ago and have been smoking their present brand for:				
		Total	Less than 1 year	1 year less than 2 years	2 years less than 4 years	4 years or more	Total	Less than 1 year	1 year less than 2 years	2 years less than 4 years	4 years or more
Number of respondents	2064 (100%)	669 (100%)	62** (100%)	103 (100%)	157 (100%)	235 (100%)	1306 (100%)	137 (100%)	206 (100%)	348 (100%)	593 (100%)
	%	%	%	%	%	%	%	%	%	%	%
RALEIGH	2	1	-	-	-	3	2	-	1	1	3
King	1	1	-	-	-	2	1	-	*	1	1
King filter	1	1	-	-	-	1	1	-	*	*	2
SALEM	4	4	13	9	6	1	3	7	8	4	1
SPUD	*	*	-	1	-	-	*	-	-	-	*
TAREYTON	2	1	5	1	1	1	2	7	3	1	1
King	*	*	-	-	1	1	*	1	-	*	*
King filter	1	1	5	1	1	*	1	6	3	1	1
VICEROY	6	6	10	8	10	3	5	7	7	7	3
Long	1	1	3	2	1	1	1	-	2	*	1
King	5	5	6	6	9	2	4	7	4	6	2
WINSTON	11	9	11	15	15	4	13	12	16	20	8
Long	1	1	2	-	1	1	1	1	2	2	*
King	10	8	10	15	14	3	12	10	14	18	8
OTHER	1	1	2	-	-	1	1	4	*	1	1
Regular	*	1	-	-	-	1	*	1	-	*	*
King	*	-	-	-	-	-	*	1	-	-	1
Long	*	*	2	-	-	*	1	2	*	1	*
NO REGULAR BRAND, OR NO ANSWER	*	*	3	-	1	1	2	1	-	*	*
Summary											
REGULAR	33	36	15	10	17	57	32	10	11	16	55
KING	16	20	13	24	13	23	14	14	10	14	16
FILTER	42	36	55	52	61	15	45	59	68	64	24
MENTHOLATED	7	7	15	14	8	4	7	15	12	6	4
NO REGULAR BRAND, OR NO ANSWER	*	2	3	-	1	1	2	1	-	*	1

*Less than .5 per cent

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

28. Suppose you were out of cigarettes and the only ones you could buy were mentholated, which brand do you think you would buy?

Asked of respondents who smoke a non-mentholated brand of cigarettes most often--
91% of cigarette smokers

	Total asked this question	Analyzed by Question 29: respondents who say they have tried:							
		Kool			Salem	Oasis	Newport	Spud	None or don't know
		Total	Filter	Regular					
Number of respondents	1886 (100%)	1042 (100%)	722 (100%)	320 (100%)	643 (100%)	343 (100%)	330 (100%)	195 (100%)	457 (100%)
	%	%	%	%	%	%	%	%	%
Would buy:									
KOOL	34	17	16	19	42	32	32	35	42
Filter	22	11	13	4	27	21	19	24	27
Regular	12	6	3	15	15	11	13	11	15
SALEM	25	37	39	31	19	36	35	32	12
NEWPORT	6	8	8	7	9	8	9	5	2
OASIS	3	4	5	3	5	3	3	4	1
SPUD	1	1	1	2	2	2	2	2	*
NONE	20	24	23	25	18	14	14	16	23
DON'T KNOW OR NO ANSWER	11	9	8	13	5	5	5	6	20

1001754238

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

28. Suppose you were out of cigarettes and the only ones you could buy were mentholated, which brand do you think you would buy?

Asked of respondents who smoke a non-mentholated brand of cigarettes most often--91% of cigarette smokers

	Total asked this question	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	1886 (100%)	684 (100%)	330 (100%)	872 (100%)
	%	%	%	%
Would buy:				
KOOL	34	40	36	29
Filter	22	17	18	27
Regular	12	23	18	2
SALEM	25	21	22	30
NEWPORT	6	3	8	7
OASIS	3	2	2	5
SPUD	1	1	2	1
NONE	20	21	19	18
DON'T KNOW OR NO ANSWER	11	12	11	10

1001754239

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

29. Which of the (other) mentholated filter tip brands have you tried?

Asked of respondents who smoke cigarettes--
41% of smokers

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
KOOL	55	55	54
Filter	39	38	39
Regular	16	17	15
SALEM	34	34	34
OASIS	19	19	18
NEWPORT	18	20	15
SPUD	10	13	6
NONE	18	18	17
DON'T KNOW OR NO ANSWER	9	9	8

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754240

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

29. Which of the (other) mentholated filter tip brands have you tried?

Asked of respondents who smoke cigarettes--
41% of smokers

	Total cigarette smokers	Analyzed by respondents whose ages are:				
		18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
KOOL	55	67	60	61	54	42
Filter	39	52	42	42	37	30
Regular	16	15	18	19	17	12
SALEM	34	38	35	41	33	23
OASIS	19	29	25	21	18	10
NEWPORT	18	27	27	19	17	11
SPUD	10	14	5	8	13	12
NONE	18	13	16	15	17	24
DON'T KNOW OR NO ANSWER	9	6	5	7	8	14

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754241

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

29. Which of the (other) mentholated filter tip brands have you tried?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter tip cigarettes
Number of respondents	2064 (100%)	702 (100%)	330 (100%)	996 (100%)
	%	%	%	%
KOOL	55	52	56	58
Filter	39	33	32	45
Regular	16	19	24	13
SALEM	34	30	35	36
OASIS	19	15	15	22
NEWPORT	18	15	17	21
SPUD	10	11	7	11
NONE	18	22	21	14
DON'T KNOW OR NO ANSWER	9	10	7	7

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001751242

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

30. Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? (Card shown respondent) Any others?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
TO EASE SMOKER'S THROAT	54	48	63
TO COOL OFF THE SMOKE	28	29	27
TO GIVE IT A DIFFERENT TASTE	26	28	21
TO GIVE IT A FRESH TASTE	23	22	24
TO COVER UP CHEAPER TOBACCO	9	10	7
TO IMPROVE FILTRATION	2	2	1
DON'T KNOW OR NO ANSWER	7	7	7

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754243

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

30. Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? (Card shown respondent) Any others?

Asked of respondents who smoke cigarettes-- 41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarette	King size cigarette	Filter tip cigarette	Mentholated cigarette
Number of respondents	2064 (100%)	684 (100%)	330 (100%)	872 (100%)	142 (100%)
	%	%	%	%	%
TO EASE SMOKER'S THROAT	54	51	52	57	56
TO COOL OFF THE SMOKE	28	30	28	28	31
TO GIVE IT A DIFFERENT TASTE	26	27	26	26	19
TO GIVE IT A FRESH TASTE	23	17	23	25	37
TO COVER UP CHEAPER TOBACCO	9	10	12	7	8
TO IMPROVE FILTRATION	2	2	1	1	4
DON'T KNOW OR NO ANSWER	7	7	8	6	1

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754244

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
MENTHOL CIGARETTES ARE BETTER THAN THEY USED TO BE	20	19	22
MENTHOL CIGARETTES ARE THE SAME	43	47	38
SOME BRANDS ARE BETTER (volunteered)	2	1	2
SOME BETTER, SOME WORSE (volunteered)	1	1	1
SOME BRANDS ARE WORSE (volunteered)	1	1	1
DON'T KNOW OR NO ANSWER	33	31	36

1001754245

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:				
		18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
MENTHOL CIGARETTES ARE BETTER THAN THEY USED TO BE	20	23	18	21	21	15
MENTHOL CIGARETTES ARE THE SAME	43	44	44	45	45	39
SOME BRANDS ARE BETTER (volunteered)	2	1	2	3	1	1
SOME BETTER, SOME WORSE (volunteered)	1	2	1	1	1	1
SOME BRANDS ARE WORSE (volunteered)	1	1	1	1	1	2
DON'T KNOW OR NO ANSWER	33	29	34	29	31	42

1001754246

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is:				
		6 or less	7-15	16-25	26-35	36 or over
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
MENTHOL CIGARETTES ARE BETTER THAN THEY USED TO BE	20	18	18	20	22	21
MENTHOL CIGARETTES ARE THE SAME	43	39	42	45	48	41
SOME BRANDS ARE BETTER (volunteered)	2	1	1	2	1	2
SOME BETTER, SOME WORSE (volunteered)	1	1	1	1	-	*
SOME BRANDS ARE WORSE (volunteered)	1	2	1	1	1	3
DON'T KNOW OR NO ANSWER	33	39	37	31	28	33

*Less than .5 per cent

1001754247

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: Regular size cigarette	King size cigarette	Filter tip cigarette	Mentholated cigarette
Number of respondents	2064 (100%)	684 (100%)	330 (100%)	872 (100%)	142 (100%)
	%	%	%	%	%
MENTHOL CIGARETTES ARE BETTER THAN THEY USED TO BE	20	13	17	23	40
MENTHOL CIGARETTES ARE THE SAME	43	46	43	42	47
SOME BRANDS ARE BETTER (volunteered)	2	1	2	2	1
SOME BETTER, SOME WORSE (volunteered)	1	1	1	1	1
SOME BRANDS ARE WORSE (volunteered)	1	1	1	1	3
DON'T KNOW OR NO ANSWER	33	38	36	31	8

1001754248

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Asked of respondents who smoke cigarettes--
41% of total "A" sample

"A" sample	Total cigarette smokers	Analyzed by Question 14: respondents who think filters cut down on: Everything in smoke	Only particular things in smoke	Depends on filter	Don't know
Number of respondents	1022 (100%)	204 (100%)	609 (100%)	47** (100%)	156 (100%)
	%	%	%	%	%
MENTHOL CIGARETTES ARE BETTER THAN THEY USED TO BE	21	18	25	19	8
MENTHOL CIGARETTES ARE THE SAME	44	51	45	39	33
SOME BRANDS ARE BETTER (volunteered)	1	1	2	2	-
SOME BETTER, SOME WORSE (volunteered)	1	1	1	2	1
SOME BRANDS ARE WORSE (volunteered)	1	1	1	2	1
DON'T KNOW OR NO ANSWER	32	28	26	36	57

Asked of respondents who smoke cigarettes--
42% of total "B" sample

"B" sample	Total cigarette smokers	Analyzed by Question 14a: respondents who say that the filter eliminates: A particular substance	Everything	Don't know
Number of respondents	1042 (100%)	346 (100%)	536 (100%)	144 (100%)
	%	%	%	%
MENTHOL CIGARETTES ARE BETTER THAN THEY USED TO BE	18	18	21	7
MENTHOL CIGARETTES ARE THE SAME	44	47	44	36
SOME BRANDS ARE BETTER (volunteered)	2	-	3	1
SOME BETTER, SOME WORSE (volunteered)	1	1	1	1
SOME BRANDS ARE WORSE (volunteered)	1	1	1	1
DON'T KNOW OR NO ANSWER	34	33	30	52

**Percentages based on less than 100 cases are often unreliable.

1001754249

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

31b. Which brands of mentholated cigarettes are better tasting?

Asked of respondents who say that mentholated cigarettes in general or some brands are better tasting than they used to be--22% of cigarette smokers.

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	454 (100%)	268 (100%)	186 (100%)
	%	%	%
SALEM	44	41	49
KOOL	35	37	31
Filter	26	26	26
Regular	9	11	5
NEWPORT	16	16	17
OASIS	7	8	6
SPUD	2	2	1
NONE	1	1	1
DON'T KNOW OR NO ANSWER	11	10	12

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754250

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

31b. Which brands of mentholated cigarettes are better tasting?

Asked of respondents who say that mentholated cigarettes in general or some brands are better tasting than they used to be--22% of cigarette smokers

	Total asked this question	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	454 (100%)	83** (100%)	144 (100%)	154 (100%)	72** (100%)
	%	%	%	%	%
SALEM	44	47	40	47	46
KOOL	35	36	36	30	41
Filter	26	28	28	23	26
Regular	9	8	8	7	15
NEWPORT	16	20	17	16	10
OASIS	7	7	9	6	6
SPUD	2	2	1	1	3
NONE	1	1	1	1	-
DON'T KNOW OR NO ANSWER	11	5	12	12	15

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754251

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

32. Would you read down this list and then tell me which ones best describe a good mentholated cigarette? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
LIGHTLY MENTHOLATED	35	36	33
REALLY COOL TASTING	34	31	39
FULL MENTHOL FLAVOR	14	14	15
MILD TOBACCO	11	10	12
MINT FLAVORED	6	6	6
NONE, DON'T KNOW OR NO ANSWER	18	18	18

Note: Percentages add to more than 100% because some respondents gave more than one answer.

10017542252

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

32. Would you read down this list and then tell me which ones best describe a good mentholated cigarette? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:				
		18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
LIGHTLY MENTHOLATED	35	27	34	36	38	31
REALLY COOL TASTING	34	42	36	37	34	26
FULL MENTHOL FLAVOR	14	15	17	14	15	13
MILD TOBACCO	11	13	9	10	12	12
MINT FLAVORED	6	11	6	7	7	4
NONE, DON'T KNOW OR NO ANSWER	18	13	17	16	16	28

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754253

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

32. Would you read down this list and then tell me which ones best describe a good mentholated cigarette? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 31b: respondents who: Think the better tasting brands of mentholated cigarettes are: Salem	Kool Total	Kool Filter	Kool Regular	Newport	Oasis	Spud	Say that all menthol brands are the same or some are worse
Number of respondents	2064 (100%)	201 (100%)	159 (100%)	119 (100%)	40** (100%)	73** (100%)	34** (100%)	8** (100%)	1567 (100%)
	%	%	%	%	%	%	%	%	%
LIGHTLY MENTHOLATED	35	62	41	42	38	52	68	63	31
REALLY COOL TASTING	34	40	55	58	45	34	35	38	33
FULL MENTHOL FLAVOR	14	14	21	24	15	12	18	13	15
MILD TOBACCO	11	10	10	10	10	10	6	-	12
MINT FLAVORED	6	8	4	4	5	26	15	13	5
NONE, DON'T KNOW OR NO ANSWER	18	*	3	3	6	1	3	-	21

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

10017254254

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A,B-33a. Now, would you look at this list of advertising slogans and tell me which ones you have heard of? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers	Analyzed by respondents who live in: New England	Middle Atlantic	North Central	South Atlantic	South Central	Far West
"A" sample Number of respondents	1022 (100%)	67** (100%)	215 (100%)	299 (100%)	168 (100%)	155 (100%)	118 (100%)
	%	%	%	%	%	%	%
I'D WALK A MILE FOR A "_____"	90	94	95	89	88	86	86
LIVE MODERN, SMOKE "_____"	86	85	96	85	82	79	88
A THINKING MAN'S FILTER AND A SMOKING MAN'S TASTE	71	85	72	72	67	61	75
IT'S WHAT'S UP FRONT THAT COUNTS	55	63	67	54	46	45	60
NO FILTER FEED BACK	40	51	52	39	33	20	51
THE FIRST CIGARETTE WHICH MEETS THE STANDARDS OF THE U. S. TESTING COMPANY	36	48	49	30	30	20	47
PLEASURE UP	29	36	43	29	15	15	34
NONE OR NO ANSWER	5	1	2	6	10	9	3

Asked of respondents who smoke cigarettes
42% of total "B" sample

"B" sample Number of respondents	1042 (100%)	84** (100%)	209 (100%)	292 (100%)	157 (100%)	166 (100%)	134 (100%)
	%	%	%	%	%	%	%
FILTER, FLAVOR, FLIP-TOP BOX	84	83	89	88	80	73	87
LESS TARS AND MORE TASTE	65	70	75	66	56	61	57
"_____" FILTERS BEST	55	57	65	59	43	46	56
GET THE HONEST TASTE OF A "_____"	45	45	44	49	52	42	36
FIRST WITH THE FINEST CIGARETTES THROUGH "_____" RESEARCH	38	36	44	46	28	30	38
NEW "_____" HAS AMERICA'S BEST FILTER	32	36	43	34	21	26	30
"BETTER MAKIN'S"	20	17	15	26	13	22	19
NONE OR NO ANSWER	10	10	4	9	15	17	4

**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754255

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-33a. Now, would you look at this list of advertising slogans and tell
and
A-33b. (If "heard of") What

Asked of respondents who smoke

	Total Cigarette smokers "A" sample	Analyzed by: Camel	Chesterfield	Hit Parade	Kent	Kool	L & M	Lucky Strike	Marlboro	Newport
Number of respondents	1022 (100%)	156 (100%)	60** (100%)	10** (100%)	93** (100%)	21** (100%)	62** (100%)	100 (100%)	44** (100%)	7** (100%)
	%	%	%	%	%	%	%	%	%	%
I'D WALK A MILE FOR A "_____"	90	90	86	100	92	95	92	93	79	100
Camel	82	84	80	90	84	85	85	85	77	86
Other non-filter	2	1	3	-	2	5	2	4	-	-
Filter	1	1	-	-	1	-	-	1	-	-
Don't know or no answer	5	4	3	10	5	5	5	8	2	14
LIVE MODERN, SMOKE "_____"	86	77	81	90	93	91	90	87	73	86
L & M	62	54	50	60	73	67	79	61	54	57
Marlboro	1	1	-	-	1	-	-	1	2	-
Other filter	5	4	5	10	4	5	-	5	5	14
Non-filter	7	6	11	-	6	5	5	4	5	-
Can't tell whether filter or non-filter	-	-	-	-	-	-	-	-	-	-
Don't know	6	7	8	-	6	5	-	11	2	15
No answer	5	5	7	20	3	9	6	5	5	-
A THINKING MAN'S FILTER AND A SMOKING MAN'S TASTE	71	60	64	80	76	71	71	68	77	71
Viceroy	39	32	27	50	42	33	35	41	43	29
Marlboro	4	4	7	-	10	5	5	1	11	14
Kent	2	3	3	-	3	5	-	2	2	-
Other filter	4	4	-	10	5	5	5	5	5	14
Non-filter	1	1	-	-	2	-	-	2	-	-
Can't tell whether filter or non-filter	1	-	2	-	-	-	-	1	-	-
Don't know	12	8	22	10	5	9	11	14	11	14
No answer	8	8	3	10	9	14	15	2	5	-
IT'S WHAT'S UP FRONT THAT COUNTS	55	42	50	60	69	62	53	57	57	57
Winston	24	17	22	10	34	19	12	28	14	29
Viceroy	1	1	2	10	-	5	-	3	2	-
Kent	1	1	2	-	1	5	2	1	2	14
Pall Mall	1	-	-	-	1	-	2	-	2	-
Other filter	3	1	5	-	2	5	5	2	5	-
Other non-filter	1	1	2	-	1	-	-	4	-	-
Can't tell whether filter or non-filter	*	1	-	-	2	-	-	-	-	-
Don't know	14	9	9	20	17	14	24	13	23	-
No answer	10	11	8	20	11	14	8	6	9	14

*Less than.
**Percentages based on less than.

1001754256

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

me which ones you have ever heard of? (Card shown respondent)

brand of cigarettes uses this slogan?

cigarettes--41% of total "A" sample

Question 27: respondents who smoke:

Oasis	Old Gold	Pall Mall	Parlia-ment	Philip Morris	Raleigh	Salem	Spud	Tarey-ton	Viceroy	Winston	Other Regu-lar	Other King	Other Long
3** (100%)	23** (100%)	125 (100%)	10** (100%)	30** (100%)	20** (100%)	35** (100%)	2** (100%)	14** (100%)	55** (100%)	120 (100%)	4** (100%)	2** (100%)	5** (100%)
%	%	%	%	%	%	%	%	%	%	%	%	%	%
100	95	89	100	87	90	91	100	100	93	86	75	100	100
100	87	78	60	80	90	88	50	100	91	79	50	100	100
-	4	2	-	-	-	-	-	-	-	2	-	-	-
-	-	1	20	-	-	-	-	-	2	1	-	-	-
-	4	8	20	7	-	3	50	-	-	4	25	-	-
100	95	89	90	80	85	91	100	100	89	87	75	100	100
33	73	64	50	56	65	58	50	65	63	62	75	100	60
-	-	2	-	-	-	3	-	7	-	-	-	-	-
-	9	5	-	3	5	11	-	7	13	7	-	-	-
-	4	9	10	10	5	9	-	14	2	7	-	-	20
-	-	-	-	-	-	-	-	-	-	-	-	-	-
33	-	6	10	7	10	5	-	7	7	4	-	-	-
34	9	3	20	4	-	5	50	-	4	7	-	-	-
100	78	70	80	66	70	71	100	85	86	72	50	100	40
33	48	35	40	23	40	37	50	57	60	43	-	50	20
-	13	3	-	3	-	3	-	7	2	2	-	-	-
-	-	2	-	-	-	3	-	-	-	5	-	-	-
-	4	3	10	10	-	3	-	7	2	5	25	-	-
-	-	3	-	-	-	3	-	-	2	2	-	-	-
-	-	1	-	-	-	3	-	-	-	-	-	-	-
67	-	16	30	20	15	5	-	14	9	7	25	-	20
-	13	7	-	10	15	14	50	-	10	8	-	50	-
33	78	53	70	56	55	51	50	43	55	63	-	50	80
33	35	16	10	23	20	25	-	22	14	36	-	50	40
-	-	2	-	3	-	-	-	-	5	-	-	-	-
-	-	2	-	-	5	-	-	-	2	2	-	-	-
-	-	1	-	3	-	-	-	-	4	1	-	-	-
-	9	2	-	7	-	-	50	-	5	1	-	-	-
-	4	1	-	-	-	-	-	-	2	2	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	13	18	40	10	20	9	-	7	14	12	-	-	20
-	17	9	20	10	10	17	-	14	9	9	-	-	20

.5 per cent

100 cases are often unreliable.

(Continued)

1001754257

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

A-33a. Now, would you look at this list of advertising slogans and te... and

A-33b. (If "heard of") What

Asked of respondents who smok...

Analyzed by

	Total cigarette smokers "A" sample	Camel	Chesterfield	Hit Parade	Kent	Kool	L & M	Lucky Strike	Marlboro	Newport
Number of respondents	1022 (100%)	156 (100%)	60** (100%)	10** (100%)	93** (100%)	21** (100%)	62** (100%)	100 (100%)	44** (100%)	7** (100%)
	%	%	%	%	%	%	%	%	%	%
NO FILTER FEEDBACKS	40	29	27	70	46	47	35	44	45	29
Parliament	9	3	3	20	14	9	5	12	18	-
Kent	2	1	2	20	2	5	-	1	2	-
Old Gold	*	-	2	-	-	-	-	1	-	-
Other filter	3	2	2	-	2	-	2	5	-	-
Other non-filter	1	-	-	-	2	-	-	2	-	-
Can't tell whether filter or non-filter	*	-	-	-	-	-	2	-	-	-
Don't know	14	10	11	10	13	19	15	15	18	14
No answer	11	13	7	20	13	14	11	8	7	15
THE FIRST CIGARETTE WHICH MEETS THE STANDARDS OF U. S. TESTING COMPANY	36	23	29	50	36	33	33	40	37	14
Parliament	3	2	3	-	5	-	2	3	2	-
Kent	3	1	2	-	3	5	3	3	7	14
Camel	1	1	-	10	-	-	-	2	-	-
Other non-filter	6	7	2	10	8	-	6	7	5	-
Other filter	3	1	3	-	-	5	2	5	2	-
Can't tell whether filter or non-filter	1	1	-	-	1	-	-	-	5	-
Don't know	11	4	14	10	11	14	10	14	7	-
No answer	8	6	5	20	8	9	10	6	9	-
PLEASURE UP	29	20	20	40	39	37	29	33	27	14
Chesterfield	3	1	5	-	6	9	-	2	-	-
Hit Parade	2	1	-	10	4	5	-	-	5	-
Lucky Strike	2	2	3	-	1	-	-	2	2	-
Parliament	*	-	-	-	2	-	-	1	-	-
Philip Morris	*	1	-	-	1	-	-	-	2	-
Other filter	3	2	2	-	3	-	8	6	2	-
Other non-filter	1	1	-	-	-	-	-	1	-	-
Can't tell whether filter or non-filter	*	1	-	-	-	-	-	-	-	-
Don't know	11	7	7	10	12	14	10	17	11	14
No answer	7	4	3	20	10	9	11	4	5	-
NONE OR NO ANSWER	5	8	8	-	3	-	5	4	10	-

*Less than

**Percentages based on less than

1001754258

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

me which ones you have ever heard of? (Card shown respondent)

brand of cigarettes uses this slogan?

cigarettes--41% of total "A" sample

Question 27: respondents who smoke:

Oasis	Old Gold	Pall Mall	Parliament	Philip Morris	Raleigh	Salem	Spud	Tareyton	Viceroy	Winston	Other Regular	Other King	Other Long
3** (100%)	23** (100%)	125 (100%)	10** (100%)	30** (100%)	20** (100%)	35** (100%)	2** (100%)	14** (100%)	55** (100%)	120 (100%)	4** (100%)	2** (100%)	5** (100%)
%	%	%	%	%	%	%	%	%	%	%	%	%	%
-	60	40	70	47	55	48	-	57	43	35	25	50	80
-	21	8	-	10	10	11	-	22	5	7	-	-	40
-	-	1	-	3	5	-	-	-	4	3	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	5	-	7	-	17	-	-	4	3	-	-	20
-	-	-	-	-	-	-	-	-	-	1	-	-	-
-	-	1	-	-	-	-	-	-	-	2	-	-	-
-	9	18	40	20	25	11	-	29	16	10	25	50	-
-	30	7	30	7	15	9	-	6	14	9	-	-	20
33	48	38	50	39	50	45	-	43	54	29	75	100	40
-	4	4	10	-	-	5	-	-	9	2	-	-	20
-	4	2	-	3	10	3	-	14	5	4	-	-	-
-	-	2	-	-	-	-	-	-	2	2	25	-	-
-	5	6	-	3	10	11	-	8	5	3	-	-	-
-	5	2	-	3	5	-	-	-	4	3	-	50	-
-	-	1	-	3	5	-	-	7	2	1	-	-	-
33	17	13	20	17	15	14	-	14	14	7	50	50	-
-	13	8	20	10	5	12	-	-	13	7	-	-	20
33	21	33	40	33	40	25	-	29	36	22	25	-	80
-	-	6	-	7	-	3	-	-	2	2	-	-	20
-	-	2	-	-	-	3	-	-	5	2	-	-	-
-	4	1	-	3	-	3	-	-	-	2	25	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	3	-	-	-	-	-	-	-	-	-
-	-	2	-	-	-	-	-	7	2	2	-	-	-
33	4	3	-	3	-	-	-	-	-	2	-	-	-
-	-	1	-	-	5	-	-	-	-	-	-	-	-
-	4	8	20	17	35	11	-	22	13	6	-	-	40
-	9	10	20	-	-	5	-	-	14	6	-	-	20
-	4	5	-	7	5	3	-	-	2	7	-	-	-

.5 per cent
100 cases are often unreliable.

1001754259

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

B-33a. Now, would you look at this list of advertising slogans and
B-33b. (If "heard of") What brand

Asked of respondents who smoke

	Total cigarette smokers "B" sample	Analyzed by: Camel	Chester-field	Hit Parade	Kent	Kool	L & M	Lucky Strike	Marl-boro	New-port
Number of respondents	1042 (100%)	175 (100%)	56** (100%)	9** (100%)	90** (100%)	30** (100%)	48** (100%)	94** (100%)	62** (100%)	4** (100%)
FILTER, FLAVOR, FLIP-TOP BOX	% 84	% 84	% 84	% 89	% 85	% 83	% 79	% 83	% 90	% 100
Marlboro	47	44	41	67	48	36	40	49	83	25
Winston	6	8	3	11	4	7	2	4	3	25
L & M	5	5	2	11	3	3	21	5	-	-
Philip Morris	2	2	5	-	2	-	4	2	-	-
Hit Parade	1	2	-	-	-	-	-	-	-	-
Kent	*	-	2	-	3	-	-	-	-	-
Newport	*	-	2	-	-	-	-	2	-	-
Other filter	3	4	5	-	-	-	-	1	2	-
Other non-filter	1	1	2	-	-	-	-	1	-	-
Don't know	12	12	12	-	12	20	8	11	-	25
No answer	7	6	10	-	13	17	4	8	2	25
LESS TARS AND MORE TASTE	65	64	64	66	72	69	65	58	71	50
L & M	36	33	36	44	40	36	45	37	37	25
Winston	2	2	-	-	1	3	2	1	5	-
Other filter	4	3	3	-	6	-	4	2	3	25
Other non-filter	2	2	5	-	1	3	2	1	-	-
Can't tell whether filter or non-filter	*	1	-	-	1	-	-	2	-	-
Don't know	12	16	9	11	8	24	2	5	13	-
No answer	9	7	11	11	14	3	10	10	13	-
"_____" FILTERS BEST	55	52	47	44	71	60	54	48	65	75
Kent	14	12	11	-	30	17	6	10	21	25
Winston	5	5	2	-	6	3	2	11	3	-
Viceroy	4	5	2	-	2	3	4	-	5	-
L & M	2	3	3	-	-	-	6	3	-	-
Other filter	3	3	3	11	2	10	-	3	6	-
Other non-filter	1	1	-	-	-	-	2	1	-	-
Can't tell whether filter or non-filter	*	-	-	-	-	-	-	1	-	-
Don't know	17	17	15	22	17	20	15	12	15	50
No answer	9	6	11	11	14	7	19	7	15	-
GET THE HONEST TASTE OF A "_____"	45	45	45	33	46	36	41	43	41	50
Lucky Strike	17	16	14	22	21	7	17	20	17	-
Camel	4	7	2	-	1	3	4	5	2	-
Marlboro	2	3	2	-	1	-	4	2	2	-
Winston	2	1	5	-	-	3	4	-	2	-
Other filter	2	1	2	-	5	-	2	-	3	25
Other non-filter	1	1	3	-	1	-	2	1	-	-
Can't tell whether filter or non-filter	1	1	3	-	-	-	-	2	2	-
Don't know	11	12	5	-	9	20	6	9	8	25
No answer	5	3	9	11	8	3	2	4	5	-

*Less than

**Percentages based on less than

1001754260

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

tell me which ones you have ever heard of? (Card shown respondent)

of cigarettes uses this slogan?

cigarettes--42% of total "B" sample

Question 27: respondents who regularly smoke:

Oasis	Old Gold	Pall Mall	Parliament	Philip Morris	Raleigh	Salem	Tareyton	Viceroy	Winston	Other Regular	Other King	Other Long
1**	22**	124	12**	36**	13**	39**	22**	61**	115	4**	3**	5**
(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)
%	%	%	%	%	%	%	%	%	%	%	%	%
-	91	75	100	86	100	80	91	89	80	100	66	80
-	54	41	42	52	53	54	64	41	43	75	33	60
-	9	2	-	-	-	3	4	10	12	25	-	-
-	-	9	8	6	8	3	-	3	3	-	-	-
-	-	3	-	3	-	-	4	2	1	-	-	-
-	-	-	-	-	-	-	-	2	1	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	13	3	8	-	8	-	5	10	3	-	-	-
-	5	1	-	-	-	-	-	-	-	-	-	-
-	5	7	25	22	23	20	9	13	11	-	33	20
-	5	9	17	3	8	-	5	8	6	-	-	-
100	68	67	41	61	69	59	67	64	61	100	66	60
-	50	36	25	41	31	32	22	36	33	50	33	20
-	-	1	-	-	15	5	-	-	1	25	-	20
-	-	5	-	-	8	8	14	4	3	-	-	20
-	-	4	-	3	-	-	-	-	3	-	-	-
-	-	1	-	-	-	-	-	-	-	-	-	-
-	13	11	8	11	15	15	22	16	14	25	33	-
100	5	9	8	6	-	-	9	8	7	-	-	-
100	64	50	50	61	69	43	59	55	52	100	33	60
-	18	15	17	11	15	10	9	13	12	25	-	-
-	9	3	8	-	8	-	-	-	10	25	-	-
-	-	4	8	3	-	5	-	16	3	-	-	-
-	5	-	-	-	-	3	5	-	-	-	-	-
-	5	2	8	-	-	5	-	-	2	25	-	-
-	5	2	-	3	-	-	-	-	1	-	-	-
100	-	1	-	-	-	-	-	-	-	-	-	-
-	9	15	9	33	31	20	27	16	16	25	33	60
-	13	8	-	11	15	-	18	10	8	-	-	-
100	55	45	50	56	31	43	40	51	45	50	-	60
100	23	19	17	28	15	15	5	15	17	25	-	-
-	5	2	-	-	-	3	-	7	5	-	-	20
-	-	2	-	3	-	-	9	-	-	-	-	-
-	-	1	-	3	-	3	-	-	4	25	-	-
-	-	2	8	3	8	-	-	8	2	-	-	-
-	-	2	-	-	-	5	-	3	-	-	-	-
-	-	1	-	-	-	-	-	-	1	-	-	-
-	23	10	17	13	8	17	22	11	10	-	-	40
-	4	6	8	6	-	-	5	7	6	-	-	-

.5 per cent

100 cases are often unreliable.

(Continued)

1001754261

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

B-33a. Now, would you look at this list of advertising slogans and a

B-33b. (If "heard of") What brand

Asked of respondents who smoke

	Total cigarette smokers "B" sample	Analyzed by: Camel	Chesterfield	Hit Parade	Kent	Kool	L & M	Lucky Strike	Marlboro	Newport
Number of respondents	1042 (100%)	175 (100%)	58** (100%)	9** (100%)	90** (100%)	30** (100%)	48** (100%)	94** (100%)	62** (100%)	4** (100%)
FIRST WITH THE FINEST CIGARETTES THROUGH "_____" RESEARCH	38	35	37	33	40	50	41	31	35	25
Kent	3	4	2	-	7	3	2	3	3	-
Lorillard	2	1	3	11	2	-	-	-	3	-
Old Gold	1	2	2	-	-	-	-	-	2	-
Other non-filter	5	6	3	-	2	7	8	6	2	-
Other filter	4	5	3	-	7	7	8	2	6	-
Can't tell whether filter or non-filter	*	1	-	-	-	-	-	1	2	-
Don't know	14	11	12	11	13	26	10	11	11	25
No answer	9	5	12	11	9	7	13	8	6	-
NEW "_____" HAS AMERICA'S BEST FILTER	32	31	31	44	40	40	26	34	31	25
Newport	3	2	2	-	1	7	10	3	4	-
Salem	2	1	2	-	6	-	2	-	2	-
Hit Parade	1	1	-	22	4	-	2	1	2	-
Oasis	1	1	2	-	1	-	-	1	3	-
Other filter	9	8	6	22	9	10	4	13	10	-
Other non-filter	1	1	2	-	-	-	-	1	-	-
Can't tell whether filter or non-filter	1	1	-	-	1	-	-	1	-	-
Don't know	9	12	12	-	6	20	4	6	8	25
No answer	5	4	5	-	12	3	4	8	2	-
"BETTER MAKIN'S"	20	23	21	33	16	30	12	17	24	25
Marlboro	1	2	-	-	1	-	-	1	3	-
Other non-filter	4	4	2	11	1	10	4	3	6	25
Other filter	1	2	2	-	3	-	-	1	3	-
Can't tell whether filter or non-filter	3	2	2	-	5	-	4	3	5	-
Don't know	7	9	9	11	1	13	2	4	5	-
No answer	4	4	6	11	5	7	2	4	2	-
NONE OR NO ANSWER	10	10	12	11	4	13	12	10	4	-

*Less than

**Percentages based on less than

Note: Percentages add to more than 100% because

1001754262

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

tell me which ones you have ever heard of? (Card shown respondent)

of cigarettes uses this slogan?

cigarettes--42% of total "B" sample

Question 27: respondents who regularly smoke:

Oasis	Old Gold	Pall Mall	Parlia-ment	Philip Morris	Raleigh	Salem	Tarey-ton	Viceroy	Winston	Other Regu-lar	Other King	Other Long
1** (100%)	22** (100%)	124 (100%)	12** (100%)	36** (100%)	13** (100%)	39** (100%)	22** (100%)	61** (100%)	115 (100%)	4** (100%)	3** (100%)	5** (100%)
%	%	%	%	%	%	%	%	%	%	%	%	%
-	50	37	50	36	69	46	64	37	35	75	33	20
-	-	2	8	6	8	5	5	4	2	-	-	-
-	-	2	17	3	-	5	5	3	1	-	-	-
-	9	4	-	3	-	3	-	-	-	-	33	-
-	-	3	-	7	8	10	4	7	3	50	-	-
-	5	2	17	-	-	-	-	4	3	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	13	11	8	11	38	20	32	11	15	25	-	20
-	23	13	-	6	15	3	18	8	11	-	-	-
100	46	24	33	31	30	36	32	33	31	50	33	20
-	-	1	-	-	-	3	-	7	3	-	-	-
-	5	1	-	3	-	-	-	2	2	25	-	-
-	5	1	8	3	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	13	5	8	3	15	10	9	11	10	25	33	-
-	5	1	-	3	-	3	-	-	-	-	-	-
-	-	-	8	-	-	3	5	2	-	-	-	-
-	9	6	9	16	15	17	9	4	11	-	-	20
100	9	9	-	3	-	-	9	7	5	-	-	-
-	32	18	8	22	8	20	32	19	19	-	-	20
-	-	1	8	-	-	3	-	2	2	-	-	-
-	5	2	-	8	-	2	-	4	1	-	-	-
-	4	1	-	3	-	-	-	3	-	-	-	-
-	5	5	-	-	-	5	9	-	3	-	-	-
-	9	7	-	11	8	10	14	5	6	-	-	20
-	9	2	-	-	-	-	9	5	7	-	-	-
-	-	15	-	9	-	16	5	6	19	-	-	-

.5 per cent
100 cases are often unreliable.
some respondents gave more than one answer.

1001754263

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

34. Recessed filters are often advertised as being "Cleaner smoking." What do you think they mean by that--that they are less messy or better for you or what?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
BETTER FOR YOU	42	40	45
LESS MESSY	29	29	29
FILTERING	6	7	6
Less tars, nicotine	5	6	5
Filters the smoke better; less impurities	1	1	1
Cleaner smoke	*	*	*
CONTACT	5	5	5
Keeps tars, nicotine, filter away from mouth	4	4	3
Tobacco doesn't touch mouth; get in mouth	1	1	2
EFFECTS	1	1	2
Better taste	1	1	1
Milder, less irritating	*	*	1
Cooler smoke	*	*	*
Better aftertaste	*	-	*
NEGATIVE MEANINGS	2	3	1
Just advertising--means nothing	2	2	1
All the taste taken out	*	*	*
Other (negative meanings)	*	1	-
ALL OTHER	2	2	2
DON'T KNOW OR NO ANSWER	14	15	12

*Less than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754264

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

34. Recessed filters are often advertised as being "Cleaner smoking." What do you think they mean by that--that they are less messy or better for you or what?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:				
		18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
BETTER FOR YOU	42	52	48	42	39	38
LESS MESSY	29	24	23	30	32	29
FILTERING	7	7	8	7	7	6
Less tars, nicotine	6	7	7	5	6	4
Filters the smoke better; less impurities	1	-	1	1	1	1
Cleaner smoke	*	-	-	1	*	1
CONTACT	5	3	6	6	7	4
Keeps tars, nicotine, filter away from mouth	4	3	6	4	5	2
Tobacco doesn't touch mouth; get in mouth	1	-	*	2	2	2
EFFECTS	1	3	2	1	1	1
Better taste	1	2	-	-	1	1
Milder, less irritating	*	-	1	1	*	*
Cooler smoke	*	1	-	*	-	-
Better aftertaste	*	-	1	-	-	-
NEGATIVE MEANINGS	2	1	2	2	2	2
Just advertising--means nothing	2	1	2	2	2	1
All the taste taken out	*	-	-	-	*	*
Other (negative meanings)	*	-	*	*	*	1
ALL OTHER	2	-	1	2	2	3
DON'T KNOW OR NO ANSWER	14	12	12	13	13	20

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754265

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

34. Recessed filters are often advertised as being "Cleaner smoking." What do you think they mean by that--that they are less messy or better for you or what?

Asked of respondents who smoke cigarettes--41% of total sample

	Total asked this question	Analyzed by respondents who smoke: A filter brand	A non-filter brand
Number of respondents	2064 (100%)	996 (100%)	1032 (100%)
	%	%	%
BETTER FOR YOU	42	43	41
LESS MESSY	29	31	28
FILTERING	7	7	7
Less tars, nicotine	6	5	6
Filters the smoke better; less impurities	1	1	1
Cleaner smoke	*	1	*
CONTACT	5	7	4
Keeps tars, nicotine, filter away from mouth	4	5	3
Tobacco doesn't touch mouth; get in mouth	1	2	1
EFFECTS	1	1	1
Better taste	1	*	1
Milder, less irritating	*	1	*
Cooler smoke	*	*	-
Better aftertaste	*	*	*
NEGATIVE MEANINGS	2	2	2
Just advertising--means nothing	2	1	2
All the taste taken out	*	-	*
Other (negative meanings)	*	1	*
ALL OTHER	2	1	2
DON'T KNOW OR NO ANSWER	14	12	16

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754266

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

35. Are there any brands (besides your regular brand) that you smoke occasionally?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
CAMEL	9	10	6
CHESTERFIELD	8	9	5
Regular	6	7	3
King	2	2	2
HIT PARADE	1	1	1
KENT	4	4	5
KOOL	5	5	5
Regular	2	2	2
Filter	3	3	3
L & M	5	4	5
LUCKY STRIKE	9	12	6
MARLBORO	4	5	4
NEWPORT	1	1	1
OASIS	1	1	*
OLD GOLD	3	4	2
Regular	2	2	1
King	1	1	1
Filter	1	1	1
PALL MALL	9	9	10
PARLIAMENT	1	1	2
Regular	1	1	1
King	1	1	1
PHILIP MORRIS	3	4	2
Regular	2	3	1
King	1	1	1
RALEIGH	1	1	1
King	*	*	*
Filter	*	*	1
SALEM	6	5	7
SPUD	*	*	*
TAREYTON	2	2	2
King	*	*	*
King filter	1	1	1
VICEROY	4	3	6
WINSTON	8	8	9
OTHER REGULAR	*	*	*
OTHER KING	*	*	*
OTHER FILTER	*	*	*
NO REGULAR BRAND	6	7	5
NONE, DON'T KNOW OR NO ANSWER	23	24	31
Summary			
REGULAR	24	29	15
KING	13	13	13
FILTER	26	24	30
MENTHOLATED	12	11	13
NO REGULAR BRAND, NONE, DON'T KNOW OR NO ANSWER	34	31	36

*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754267

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

36a. Now going back to your regular brand--what brand did you smoke most often before (regular brand) ?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by Question 38: respondents who have been smoking their present brand for: Less than 1 year	1 year- less than 2 years	2 years- less than 4 years	4 years- less than 6 years	6 years or more
Number of respondents	2064 (100%)	202 (100%)	318 (100%)	527 (100%)	261 (100%)	690 (100%)
	%	%	%	%	%	%
CAMEL	15	9	12	18	19	15
CHESTERFIELD	10	9	8	11	14	9
Regular	8	5	6	8	12	9
King	2	4	3	3	2	*
HIT PARADE	1	1	1	1	*	*
KENT	1	4	2	*	1	-
KOOL	2	1	2	2	2	2
Regular	1	-	1	1	2	2
Filter	1	1	1	1	-	-
L & M	2	5	2	2	1	*
LUCKY STRIKE	15	11	13	16	17	16
MARLBORO	1	2	5	1	*	*
NEWPORT	-	-	-	-	-	-
OASIS	*	-	-	*	-	-
OLD GOLD	4	5	5	5	2	4
Regular	3	2	3	3	2	4
King	*	2	*	1	-	*
Filter	*	1	1	1	-	-
PALL MALL	8	15	11	11	7	2
PARLIAMENT	1	1	1	1	1	*
Regular	*	-	1	1	-	*
King	*	1	*	-	1	-
PHILIP MORRIS	6	4	5	7	8	5
Regular	5	3	4	6	8	4
King	1	1	1	1	1	1
RALEIGH	1	2	3	1	1	1
King	1	1	1	*	1	1
Filter	*	1	1	*	-	-
SALEM	*	1	1	-	-	-
SPUD	*	1	-	-	*	*
TAREYTON	1	1	1	2	3	*
King	1	-	-	1	2	*
King filter	1	1	1	1	*	-
VICEROY	3	6	5	6	2	1
WINSTON	3	7	8	2	2	1
OTHER REGULAR	1	-	-	*	1	2
OTHER KING	*	-	-	*	*	-
OTHER FILTER	*	1	1	*	*	-
NO REGULAR BRAND	7	4	3	5	5	9
NONE, DON'T KNOW OR NO ANSWER	19	8	13	11	14	23
Summary						
REGULAR	47	31	38	51	58	50
KING	12	23	16	17	14	4
FILTER	13	30	27	14	7	2
MENTHOLATED	2	4	3	2	2	2
NO REGULAR BRAND, NONE, DON'T KNOW OR NO ANSWER	26	12	16	16	19	42

*Less than .5 per cent

1001254268

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

36b. Why did you switch from (previous brand) to (present brand)?

Asked of respondents who named a brand of cigarettes which they smoked before their present regular brand--74% of cigarette smokers

	Total asked this question	Analyzed by respondents who smoke: Regular size cigarettes	King size cigarettes	Filter-tip cigarettes
Number of respondents	1515 (100%)	404 (100%)	269 (100%)	836 (100%)
	%	%	%	%
LIKED FEATURE OF NEW BRAND	30	31	34	29
New brand is milder; isn't as strong	12	9	12	13
Prefer taste of new brand	11	13	13	10
New brand more satisfying; like it better	4	5	4	4
New brand better because stronger	1	3	1	*
Has less nicotine, tar	1	-	1	1
Wanted non-filter tip	1	2	2	-
New brand cooler smoking	*	*	1	*
Other (liked feature of new brand)	3	2	5	4
REASONS OF HEALTH	19	19	13	22
Old brand made respondent cough	7	10	6	6
Old brand irritated throat	4	4	4	4
New brand less irritating, easier on throat	3	4	3	3
Changed to mentholated cigarette because of cold, sinus, other respiratory trouble	1	*	-	2
Less chance of cancer	1	-	-	2
Other (reasons of health)	4	1	1	6
FOUND FAULT WITH OLD BRAND	15	15	19	13
Old brand too strong	6	5	7	6
Old brand tasteless; no longer tastes good	6	5	6	4
Old brand poorly made (loosely packed and other reasons)	1	2	2	1
Just got tired of old brand	1	1	1	1
Old brand too mild, not satisfying	*	1	*	*
Other (found fault with old brand)	2	2	4	1
WANTED BECAUSE OF FILTER TIP	14	-	-	25
Like the filter; switched because of the filter (no further information)	10	-	-	18
Keeps tobacco out of mouth	2	-	-	3
Kent filters best, most effective; advertising claims made for Kent filter	1	-	-	2
Less tar, nicotine	1	-	-	1
Filters are cleaner, neater smoking	*	-	-	1
Other (wanted because of filter tip)	*	-	-	1
HUSBAND, WIFE, RELATIVES, FRIENDS SMOKE THEM--EASIER TO SMOKE SAME BRAND	5	7	6	3
CHANGED, WANTED A CHANGE, ADVISED TO CHANGE	4	5	5	3
PREFER KING SIZE, LONGER CIGARETTE	3	*	25	1
BECAUSE OF READER'S DIGEST SURVEY	2	*	*	1
OLD BRAND NOT AVAILABLE	2	3	2	1
RECOMMENDATION OF FRIENDS, RELATIVES	1	1	*	1
CHANGE FREQUENTLY; HAS NO REGULAR BRAND	1	2	*	1
ALL OTHER	4	6	3	4
DON'T KNOW	4	6	4	3
NO ANSWER	11	13	10	10

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001254269

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

37. What cigarettes do you think you'll

Asked of respondents who sm...k...

	Total cigarette smokers	Analyzed by: Camel	Chesterfield	Hit Parade	Kent	Kool	L & M	Lucky Strike	Marlboro	Newport	Oasis
Number of respondents	2064 (100%)	331 (100%)	118 (100%)	19** (100%)	183 (100%)	51** (100%)	110 (100%)	194 (100%)	106 (100%)	11** (100%)	4** (100%)
	%	%	%	%	%	%	%	%	%	%	%
CAMEL	12	74	1				1	1		9	
CHESTERFIELD	4	1	73					1			
Regular	3	1	51					1			
King	1		22								
HIT PARADE	*			38							
KENT	5	*			47	2	1				
KOOL	2				1	59					
Regular	1					28					
Filter	1				1	31					
L & M	3						55	1			
LUCKY STRIKE	7		1	5				73			
MARLBORO	3				1			1	57		
NEWPORT	*	*								36	
OASIS	*										25
OLD GOLD	2	1						1			
Regular	1	1						1			
King	*										
Filter	1										
PALL MALL	1				1			1			
PARLIAMENT	*										
Regular	*										
King	*										
PHILIP MORRIS	2		2								
Regular	2		2								
King	*										
RALEIGH	1						1	1			
King	*							1			
Filter	1						1				
SALEM	2				1						
SPUD	*										
TAREYTON	1										
King	*										
King filter	1										
VICEROY	3								1		
WINSTON	7								2		
OTHER	4	*		5	1	2	1	1	2		25
NONE	6	5	7	16	3	2	2	1	3	19	25
NO REGULAR BRAND	1	2	1		2	2	1		2		
DON'T KNOW	28	14	14	32	28	8	25	11	13	27	25
NO ANSWER	6	6	6	10	9	6	6	3	12	9	
Summary											
REGULAR	25	75	54	5			1	77		9	
KING	10		22		1			1			
FILTER	23	1		38	48	2	57	2	58	36	25
MENTHOLATED	4				2	59					
OTHER	1	*		5	1	2	1	1	2		25
NO REGULAR BRAND, NONE, DON'T KNOW OR NO ANSWER	37	24	23	52	48	37	42	19	40	55	50

*Less than

**Percentages based on less than

1001754270

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

be smoking a couple of years from now?

cigarettes--41% of total sample

Question 27: respondents who smoke:

Old Gold	Pall Mall	Parlia-ment	Philip Morris	Raleigh	Salem	Spud	Tarey-ton	Vicerov	Winston	Other Regular	Other King	Other Long
45** (100%)	249 (100%)	22** (100%)	66** (100%)	33** (100%)	74** (100%)	2** (100%)	36** (100%)	116 (100%)	235 (100%)	8** (100%)	5** (100%)	10** (100%)
%	%	%	%	%	%	%	%	%	%	%	%	%
	*								1	13		
	*			3	1							
				3	1							
	*											
	*											
	*						3					
	1				1			1	1			
			2						1			
42	*											
13	*											
9												
20												
2	57		2	3					1			
		27						1				
		9										
		18						1				
		5	65									
		5	56									
			8									
			2	67								
			2	40								
				27								
	*				47							
					1	50						
	*						44	2				
	*						17					
							27	2				
	*		2					50	1			
								3	27			
2	*				1			1	1	37	40	10
7	10		3	6	14		3	7	9	13		
	*						3	2	1			
40	24	55	18	18	30		30	23	22			20
7	4	13	7	3	4	50	17	8	6	37	60	70
13	1	5	58	3	1				1	13		
11	58		12	43			17		1			
20	2	27	2	27	2		30	57	60			
	*				48	50						
2	*		3				3			37	40	10
54	38	68	28	27	48	50	50	42	37	50	60	90

/ .5 per cent.

100 cases are often unreliable.

(Continued)

1001754271

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

37. What cigarettes do you think you'll be smoking a couple of years from now?

Other volunteered answers of respondents

	Total cigarette smokers
Number of respondents	2064 (100%)
	%
WANTS TO STOP	4
None, I hope; I want to quit smoking	2
Maybe none; maybe I'll quit	1
I plan to quit; am going to try to stop	1
WILL SMOKE NEW, IMPROVED BRAND	1
Will smoke a new, modern cigarette	*
The one that has the best filter	*
The one that has less tars and nicotine	*
Will smoke my own brand if they put out a filter	*
Other (will smoke new, improved brand)	*
I HAVE NO IDEA; WHO KNOWS	1
FLAVORED BRAND	*
A FILTER CIGARETTE	*
I'M OLD, MAY NOT BE SMOKING THEN, MAY NOT BE ALIVE THEN	*
ATOMIC CIGARETTES	*
OPIUM, MARIJUANA, ETC.	*
"OTHER" BRAND--SAME AS REGULAR BRAND	1
ALL OTHER	1

*Less than .5 per cent

1001754272

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

38. How long have you been smoking your present brand?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are:		Analyzed by respondents whose ages are:				
		Male	Female	18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%	%	%
LESS THAN 3 MONTHS	2	2	2	3	*	2	2	1
3 MONTHS - LESS THAN 6 MONTHS	2	2	3	3	3	2	2	2
6 MONTHS - LESS THAN 1 YEAR	6	5	8	16	9	6	5	4
1 YEAR - LESS THAN 2 YEARS	15	13	20	27	21	15	14	12
2 YEARS - LESS THAN 4 YEARS	26	23	29	29	38	25	24	21
4 YEARS - LESS THAN 6 YEARS	13	12	13	8	11	15	13	11
6 YEARS OR MORE	33	40	22	8	17	32	38	44
HAS NO REGULAR BRAND (volunteered)	1	1	*	-	-	1	1	2
DON'T KNOW OR NO ANSWER	2	2	3	6	1	2	1	3

*Less than .5 per cent

1001754273

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-39a. In a sense everyone is a gambler--every time we cross the street there is a chance that we will get hit by a car. Assuming a person does all of the following things, which one of these activities do you think is most dangerous to life? (Card shown respondent)

Asked of respondents who smoke cigarettes-- 41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	1022 (100%)	99** (100%)	224 (100%)	465 (100%)	141 (100%)	91** (100%)
	%	%	%	%	%	%
Most dangerous:						
GOING FOR A LONG SWIM IN A LARGE LAKE	40	28	34	44	48	33
TAKING A TRIP IN A CAR	29	17	27	28	40	37
RIDING IN AN AIRPLANE	24	31	29	24	16	16
SMOKING A PACK OR MORE OF CIGARETTES A DAY	17	28	19	17	11	11
CLIMBING IN AND OUT OF A BATH TUB	14	9	15	14	14	18
DON'T KNOW OR NO ANSWER	7	9	7	8	4	11

**Percentages based on less than 100 cases are often unreliable.
Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001254274

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

B-39a. In a sense everyone is a gambler--every time we cross the street there is a chance that we will get hit by a car. Assuming a person does all of the following things, which one of these activities do you think is most dangerous to life? (Card shown respondent)

Asked of respondents who smoke cigarettes-- 42% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	1042 (100%)	89** (100%)	242 (100%)	472 (100%)	125 (100%)	112 (100%)
	%	%	%	%	%	%
Most dangerous:						
GOING FOR A LONG SWIM IN A LARGE LAKE	26	22	19	30	26	24
TAKING A TRIP IN A CAR	24	20	17	26	27	28
RIDING IN AN AIRPLANE	18	16	21	16	20	14
DRINKING A COUPLE OF ALCOHOLIC DRINKS A DAY	15	28	18	13	14	8
BREATHING THE SOOT AND DIRT IN CITY AIR	14	15	12	14	12	18
SMOKING A PACK OR MORE OF CIGARETTES A DAY	11	13	14	9	9	10
CLIMBING IN AND OUT OF A BATH TUB	10	8	10	12	8	12
DON'T KNOW OR NO ANSWER	6	1	8	5	6	3

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001754275

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-39b. Which one is least dangerous?

Asked of respondents
who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	1022 (100%)	99** (100%)	224 (100%)	465 (100%)	141 (100%)	91** (100%)
	%	%	%	%	%	%
Least dangerous:						
CLIMBING IN AND OUT OF A BATH TUB	32	39	37	31	25	27
SMOKING A PACK OR MORE OF CIGARETTES A DAY	23	14	18	25	28	30
RIDING IN AN AIRPLANE	21	16	17	22	26	23
TAKING A TRIP IN A CAR	14	16	16	14	13	9
GOING FOR A LONG SWIM IN A LARGE LAKE	3	4	4	2	3	4
DON'T KNOW OR NO ANSWER	8	12	10	8	5	7

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001254276

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

B-39b. Which one is least dangerous?

Asked of respondents
who smoke cigarettes--
42% of total "B" sample

	Total cigarette smokers "B" sample	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	1042 (100%)	89** (100%)	242 (100%)	472 (100%)	125 (100%)	112 (100%)
	%	%	%	%	%	%
Least dangerous:						
CLIMBING IN AND OUT OF A BATH TUB	24	34	28	21	27	17
RIDING IN AN AIRPLANE	20	21	17	22	12	24
SMOKING A PACK OR MORE OF CIGARETTES A DAY	16	11	10	18	19	19
DRINKING A COUPLE OF ALCOHOLIC DRINKS A DAY	14	8	10	14	18	21
TAKING A TRIP IN A CAR	12	19	15	12	10	6
BREATHING THE SOOT AND DIRT IN CITY AIR	6	6	9	6	6	5
GOING FOR A LONG SWIM IN A LARGE LAKE	2	1	2	2	2	3
DON'T KNOW OR NO ANSWER	7	4	12	7	8	5

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

10012542427

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-40a. Who would you be most apt to believe if one of these organizations said there was no connection whatsoever between lung cancer and cigarette smoking? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who are: Male	Female
Number of respondents	1022 (100%)	636 (100%)	386 (100%)
	%	%	%
Believe:			
AMERICAN CANCER SOCIETY	39	36	45
U. S. DEPARTMENT OF HEALTH	20	24	14
AMERICAN MEDICAL ASSOCIATION	20	18	21
THE FOOD AND DRUG RESEARCH LABORATORIES, INC.	6	6	5
TOBACCO INDUSTRY RESEARCH COUNCIL	3	4	2
U. S. TESTING COMPANY	3	2	4
SLOAN-KETTERING RESEARCH LABORATORY	1	1	1
DON'T KNOW OR NO ANSWER	8	9	8

1001754278

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-40a. Who would you be most apt to believe if one of these organizations said there was no connection whatsoever between lung cancer and cigarette smoking? (Card shown respondent)

Asked of respondents who smoke cigarettes-- 41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	1022 (100%)	188 (100%)	304 (100%)	321 (100%)	205 (100%)
	%	%	%	%	%
Believe:					
AMERICAN CANCER SOCIETY	39	36	45	42	29
U. S. DEPARTMENT OF HEALTH	20	22	18	22	19
AMERICAN MEDICAL ASSOCIATION	20	23	16	22	18
THE FOOD AND DRUG RESEARCH LABORATORIES, INC.	6	7	7	4	4
TOBACCO INDUSTRY RESEARCH COUNCIL	3	3	3	3	4
U. S. TESTING COMPANY	3	3	2	2	4
SLOAN-KETTERING RESEARCH LABORATORY	1	-	2	*	2
DON'T KNOW OR NO ANSWER	8	6	7	5	20

*Less than .5 per cent

1001754279

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-40a. Who would you be most apt to believe if one of these organizations said there was no connection whatsoever between lung cancer and cigarette smoking? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who smoke: Regular size cigarette	King size cigarette	Filter tip cigarette
Number of respondents	1022 (100%)	341 (100%)	165 (100%)	495 (100%)
	%	%	%	%
Believe:				
AMERICAN CANCER SOCIETY	39	35	40	42
U. S. DEPARTMENT OF HEALTH	20	24	19	18
AMERICAN MEDICAL ASSOCIATION	20	17	21	21
THE FOOD AND DRUG RESEARCH LABORATORIES, INC.	6	8	7	4
TOBACCO INDUSTRY RESEARCH COUNCIL	3	3	4	3
U. S. TESTING COMPANY	3	4	2	2
SLOAN-KETTERING RESEARCH LABORATORY	1	1	1	1
DON'T KNOW OR NO ANSWER	8	8	6	9

1001754280

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-40b. Which one would you be least likely to believe?

Asked of respondents
who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who are: Male	Female
Number of respondents	1022 (100%)	636 (100%)	386 (100%)
	%	%	%
Not believe:			
TOBACCO INDUSTRY RESEARCH COUNCIL	57	60	56
THE FOOD AND DRUG RESEARCH LABORATORIES, INC.	7	7	7
U. S. TESTING COMPANY	5	4	6
SLOAN-KETTERING RESEARCH LABORATORIES	5	4	5
AMERICAN CANCER SOCIETY	3	3	3
U. S. DEPARTMENT OF HEALTH	2	2	1
AMERICAN MEDICAL ASSOCIATION	2	2	1
DON'T KNOW	15	15	16
NO ANSWER	4	3	5

1001754281

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-40b. Which one would you be least likely to believe?

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents whose ages are:			
		18-24	25-34	35-49	50 and over
Number of respondents	1022 (100%)	188 (100%)	304 (100%)	321 (100%)	205 (100%)
	%	%	%	%	%
Not believe:					
TOBACCO INDUSTRY RESEARCH COUNCIL	57	56	54	66	57
THE FOOD AND DRUG RESEARCH LABORATORIES, INC.	7	10	9	5	6
U. S. TESTING COMPANY	5	8	5	5	2
SLOAN-KETTERING RESEARCH LABORATORY	5	7	4	4	4
AMERICAN CANCER SOCIETY	3	2	4	1	4
U. S. DEPARTMENT OF HEALTH	2	2	2	2	1
AMERICAN MEDICAL ASSOCIATION	2	3	1	1	1
DON'T KNOW	15	9	17	14	20
NO ANSWER	4	3	4	2	5

1001754282

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

A-40b. Which one would you be least likely to believe?

Asked of respondents who smoke cigarettes--
41% of total "A" sample

	Total cigarette smokers "A" sample	Analyzed by respondents who smoke: Regular size cigarette	King size cigarette	Filter tip cigarette
Number of respondents	1022 (100%)	341 (100%)	165 (100%)	495 (100%)
	%	%	%	%
Not believe:				
TOBACCO INDUSTRY RESEARCH COUNCIL	57	59	55	59
THE FOOD AND DRUG RESEARCH LABORATORIES, INC.	7	6	10	6
U. S. TESTING COMPANY	5	4	5	7
SLOAN-KETTERING RESEARCH LABORATORY	5	4	7	4
AMERICAN CANCER SOCIETY	3	2	3	3
U. S. DEPARTMENT OF HEALTH	2	3	2	1
AMERICAN MEDICAL ASSOCIATION	2	3	1	1
DON'T KNOW	15	16	15	15
NO ANSWER	4	3	2	4

1001754283

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

41a. Cigarettes are now sold in three different lengths--regular size in paper packages, long size, these are the ones that come in hard boxes, and king size in paper packages. What different sizes are available in your brand?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Camel Reg.	Chesterfield Reg.	Chesterfield King	Hit Parade King	Hit Parade Long	Kent Reg.	Kent Long	Kent King	Kool King Reg.	Kool King Fil.
Number of respondents	2064 (100%)	331 (100%)	83** (100%)	35** (100%)	15** (100%)	4** (100%)	31** (100%)	93** (100%)	59** (100%)	18** (100%)	33** (100%)
	%	%	%	%	%	%	%	%	%	%	%
REGULAR	53	98	95	94	20	25	65	78	42	94	82
LONG	18	2	8	11	40	25	48	54	17	6	9
KING	61	2	82	86	67	75	97	94	86	89	85
HAS NO REGULAR BRAND (volunteered)	1	-	-	-	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	4	3	2	-	13	-	-	3	5	6	-

	L & M Reg.	L & M Long	L & M King	Lucky Strike Reg.	Marlboro Long	Marlboro King	Newport Long	Newport King	Oasis Long
Number of respondents	19** (100%)	64** (100%)	27** (100%)	194 (100%)	77** (100%)	29** (100%)	5** (100%)	6** (100%)	4** (100%)
	%	%	%	%	%	%	%	%	%
REGULAR	74	73	59	98	23	24	40	-	25
LONG	47	45	30	2	58	31	60	17	100
KING	95	95	63	3	71	38	60	83	-
HAS NO REGULAR BRAND (volunteered)	-	-	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	-	3	11	2	3	21	-	-	-

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

(Continued)

1001754284

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

41a. Cigarettes are now sold in three different lengths--regular size in paper packages, long size, these are the ones that come in hard boxes, and king size in paper packages. What different sizes are available in your brand?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Old Gold Reg.	Old Gold Long	Old Gold King Fil.	Pall Mall King	Parliament Reg.	Parliament Long	Philip Morris Reg.	Philip Morris Long	Raleigh King	Raleigh King Fil.
Number of respondents	2064 (100%)	15** (100%)	4** (100%)	26** (100%)	249 (100%)	6** (100%)	16** (100%)	53** (100%)	13** (100%)	15** (100%)	18** (100%)
	%	%	%	%	%	%	%	%	%	%	%
REGULAR	53	100	75	69	3	67	38	96	77	-	39
LONG	18	20	50	42	8	33	50	17	38	13	6
KING	61	73	100	92	88	67	75	85	69	80	100
HAS NO REGULAR BRAND (volunteered)	1	-	-	-	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	4	-	-	-	3	-	12	-	-	7	-

	Salem King	Spud Long	Tareyton King	Tareyton King Fil.	Viceroy Long	Viceroy King	Winston Long	Winston King	Other Reg.	Other King	Other Long
Number of respondents	74** (100%)	2** (100%)	9** (100%)	27** (100%)	21** (100%)	95** (100%)	20** (100%)	215 (100%)	8** (100%)	5** (100%)	10** (100%)
	%	%	%	%	%	%	%	%	%	%	%
REGULAR	16	-	22	11	14	13	15	12	63	40	60
LONG	19	-	-	19	19	22	35	26	13	20	20
KING	72	100	89	78	90	87	90	82	50	80	80
HAS NO REGULAR BRAND (volunteered)	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	1	-	-	4	5	7	-	7	13	20	10

**Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

41b. What length do you usually buy?

Asked of respondents whose brand of cigarettes is available in more than one size--32% of cigarette smokers

	Total asked this question	Analyzed by Question 41a: respondents who say the cigarette sizes available in their brands are: Regular, Long and King	Regular and Long	Regular and King	Long and King
Number of respondents	652 (100%)	132 (100%)	44** (100%)	358 (100%)	118 (100%)
	%	%	%	%	%
REGULAR	31	13	47	45	3
LONG	11	14	34	*	32
KING	56	73	14	52	62
HAS NO REGULAR BRAND (volunteered)	*	-	-	-	1
NO ANSWER	2	-	5	3	2

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

10017542286

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42a. There are different types of packages on the market--namely, soft packs and the hard box type package. What types of package are available in your brand?

Asked of respondents who smoke cigarettes-- 41% of total sample

		Analyzed by Question 41a: respondents who say the cigarette sizes available in their brands are:							
	Total cigarette smokers	Regular, long and king	Regular and long	Regular and king	Long and king	Regular only	Long only	King only	No regular brand or don't know
Number of respondents	2064 (100%)	132 (100%)	44** (100%)	358 (100%)	118 (100%)	561 (100%)	92** (100%)	657 (100%)	70** (100%)
	%	%	%	%	%	%	%	%	%
SOFT PACK ONLY	60	16	39	59	15	93	47	59	21
HARD BOX ONLY	4	2	4	2	3	3	13	5	2
BOTH SOFT AND HARD BOX	31	82	57	37	81	3	40	32	18
HAS NO REGULAR BRAND (volunteered)	1	-	-	-	-	*	-	*	33
DON'T KNOW OR NO ANSWER	4	*	-	2	1	1	-	4	26

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754287

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42a. There are different types of packages on the market--namely, soft packs and the hard box type package. What types of package are available in your brand?

Asked of respondents who smoke cigarettes-- 41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Camel Reg.	Chesterfield Reg.	Chesterfield King	Hit Parade King	Hit Parade Long	Kent Reg.	Kent Long	Kent King	Kool King Reg.	Kool King Fil.
Number of respondents	2064 (100%)	331 (100%)	83** (100%)	35** (100%)	15** (100%)	4** (100%)	31** (100%)	93** (100%)	59** (100%)	18** (100%)	33** (100%)
	%	%	%	%	%	%	%	%	%	%	%
SOFT PACK ONLY	60	99	90	97	27	-	10	-	54	83	88
HARD BOX ONLY	4	*	1	-	6	-	-	-	15	-	-
BOTH	31	-	5	3	67	75	90	94	22	11	3
HAS NO REGULAR BRAND (volunteered)	1	-	-	-	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	4	1	4	-	-	25	-	6	9	6	9

	L & M Reg.	L & M Long	L & M King	Lucky Strike Reg.	Marlboro Long	Marlboro King	Newport Long	Newport King	Oasis Long
Number of respondents	19** (100%)	64** (100%)	27** (100%)	194 (100%)	77** (100%)	29** (100%)	5** (100%)	6** (100%)	4** (100%)
	%	%	%	%	%	%	%	%	%
SOFT PACK ONLY	5	1	56	96	-	3	-	17	25
HARD BOX ONLY	5	-	7	3	1	52	-	17	25
BOTH	90	94	26	1	95	24	100	66	50
HAS NO REGULAR BRAND (volunteered)	-	-	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	-	5	11	-	4	21	-	-	-

*Less than 15 per cent

**Percentages based on less than 100 cases are often unreliable.

1001754288

(Continued)

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

(Continued)

42a. There are different types of packages on the market--namely, soft packs and the hard box type package. What types of package are available in your brand?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by Question 27: respondents who smoke: Old Gold Reg.	Old Gold Long	Old Gold King Fil.	Pall Mall King	Parliament Reg.	Parliament Long	Philip Morris Reg.	Philip Morris Long	Raleigh King	Raleigh King Fil.
Number of respondents	2064 (100%)	15** (100%)	4** (100%)	26** (100%)	249 (100%)	6** (100%)	16** (100%)	53** (100%)	13** (100%)	15** (100%)	18** (100%)
	%	%	%	%	%	%	%	%	%	%	%
SOFT PACK ONLY	60	53	-	77	97	-	-	45	15	86	78
HARD BOX ONLY	4	-	50	4	*	33	13	-	-	-	-
BOTH	31	40	50	15	*	67	81	55	77	-	11
HAS NO REGULAR BRAND (volunteered)	1	-	-	-	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	4	7	-	4	3	-	6	-	8	14	11

	Salem King	Spud Long	Tareyton King	Tareyton King Fil.	Viceroy Long	Viceroy King	Winston Long	Winston King	Other Reg.	Other King	Other Long
Number of respondents	74** (100%)	2** (100%)	9** (100%)	27** (100%)	21** (100%)	95** (100%)	20** (100%)	215 (100%)	8** (100%)	5** (100%)	10** (100%)
	%	%	%	%	%	%	%	%	%	%	%
SOFT PACK ONLY	91	-	100	85	-	24	-	29	50	80	20
HARD BOX ONLY	3	100	-	4	-	5	-	4	13	-	50
BOTH	5	-	-	7	100	64	100	61	13	20	20
HAS NO REGULAR BRAND (volunteered)	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW OR NO ANSWER	1	-	-	4	-	7	-	6	24	-	10

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42a. There are different types of packages on the market, namely, soft packs and the hard box type package. What types of package are available in your brand?

and

42b. (If "both soft and hard, no regular brand or don't know") What type of package do you usually buy?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
Types available			
SOFT PACK ONLY	60	66	50
HARD BOX ONLY	4	3	5
BOTH, NO REGULAR BRAND OR DON'T KNOW BUT	35	30	43
Usually buy:			
Soft pack only	21	18	26
Hard box only	10	9	11
Both soft and hard pack	2	1	4
Don't know or no answer	2	2	2
NO ANSWER	1	1	2

1001754290

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42a. There are different types of packages on the market, namely, soft packs and the hard box type package. What types of package are available in your brand?

and

42b. (If "both soft and hard, no regular brand or don't know") What type of package do you usually buy?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are: 18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
Types available						
SOFT PACK ONLY	60	55	56	57	62	65
HARD BOX ONLY	4	3	4	3	4	2
BOTH, NO REGULAR BRAND OR DON'T KNOW BUT	35	39	39	39	33	30
Usually buy:						
Soft pack only	21	22	22	23	19	20
Hard box only	10	12	14	11	9	6
Both soft and hard pack	2	3	1	3	3	2
Don't know or no answer	2	2	2	2	2	2
NO ANSWER	1	3	1	1	1	3

1001754291

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42a. There are different types of packages on the market, namely, soft packs and the hard box type package. What types of package are available in your brand?

and

42b. (If "both soft and hard, no regular brand or don't know") What type of package do you usually buy?

Asked of respondents who smoke cigarettes--
41% of total sample

Analyzed by Question 41a: respondents who say the cigarette sizes available in their brands are:

	Total cigarette smokers	Regular, long and king	Regular and long	Regular and king	Long and king	Regular only	Long only	King only	No regular brand or don't know
Number of respondents	2064 (100%)	132 (100%)	44** (100%)	358 (100%)	118 (100%)	561 (100%)	92** (100%)	657 (100%)	70** (100%)
	%	%	%	%	%	%	%	%	%
Types available									
SOFT PACK ONLY	60	16	39	59	15	93	47	59	21
HARD BOX ONLY	4	2	4	2	3	3	13	5	2
BOTH, NO REGULAR BRAND OR DON'T KNOW BUT	35	82	57	39	81	4	40	36	77
Usually buy:									
Soft pack only	21	61	25	25	44	2	19	21	43
Hard box only	10	17	27	11	28	1	16	10	9
Both soft and hard pack	2	2	-	2	6	*	4	3	7
Don't know or no answer	2	2	5	1	3	1	1	2	18
NO ANSWER	1	-	-	*	1	-	-	*	-

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754292

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42b. What type of package do you usually buy?

Asked of respondents who say both types of package are available in their brand, or that they have no regular brand, or that they do not know what types of package are available in their brand--35% of cigarette smokers

	Total asked this question	Analyzed by Question 42a: respondents who say the types of packages available in their brands are: Soft pack and hard box	No regular brand or don't know
Number of respondents	716 (100%)	643 (100%)	73** (100%)
	%	%	%
Usually buy:			
SOFT PACK ONLY	60	59	64
HARD BOX ONLY	28	30	8
BOTH SOFT AND HARD PACK	7	7	7
DON'T KNOW	1	*	11
NO ANSWER	4	4	10

*Less than .5 per cent
**Percentages based on less than 100 cases are often unreliable.

1001754293

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42c. Did you ever <u>regularly</u> buy your brand in the hard box?

Asked of respondents who usually buy the soft pack only, or both the hard box and the soft pack--67% of smokers who said both types of package were available or were not sure about the types available

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	476 (100%)	255 (100%)	221 (100%)
	%	%	%
YES	22	21	24
NO	75	75	73
DON'T KNOW OR NO ANSWER	3	4	3

1001751294

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42c. Did you ever regularly buy your brand in the hard box?

Asked of respondents who usually buy the soft pack only, or both the hard box and the soft pack--67% of smokers who said both types of package were available or were not sure about the types available

	Total asked this question	Analyzed by Question 27: respondents who smoke: Marlboro	Kent	Winston	Other filter	A non-filter cigarette
Number of respondents	476 (100%)	10** (100%)	105 (100%)	132 (100%)	162 (100%)	50** (100%)
	%	%	%	%	%	%
YES	22	50	20	23	25	14
NO	75	40	78	74	73	82
DON'T KNOW OR NO ANSWER	3	10	2	3	2	4

**Percentages based on less than 100 cases are often unreliable.

1001754295

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

42d. What made you start buying your regular brand in the soft package again?

Asked of respondents who were regular buyers of cigarettes in the hard box--22% of smokers who usually buy the soft pack only, or both the hard box and the soft pack

	Total asked this question
Number of respondents	106 (100%)
	%
DON'T LIKE HARD BOX	40
Too bulky, doesn't fit in my purse, case, pocket	18
Too hard to get cigarettes out of box	10
They dry out faster in hard box	5
Other (don't like hard box)	8
STORE DOESN'T CARRY THEM	18
They don't carry hard box in my store--they were out of them	13
They handed me the soft pack--I take whatever they give me	5
THEY ARE A LONGER CIGARETTE	17
INFLUENCE OF SOMEONE	6
My husband (wife) prefers soft pack	5
Someone else buys the cigarettes	1
ALL OTHER	15
DON'T KNOW	8
NO ANSWER	6

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001754296

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

43a. If your brand offered a choice of both hard and soft packages and in all three lengths--regular, long size and king size--what length would you actually prefer to smoke?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
REGULAR SIZE	37	46	22
LONG SIZE	10	9	11
KING SIZE	48	40	62
NO DIFFERENCE (volunteered)	2	3	2
DON'T KNOW OR NO ANSWER	3	2	3

1001754297

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

43a. If your brand offered a choice of both hard and soft packages and in all three lengths--regular, long size and king size--what length would you actually prefer to smoke?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:				
		18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
REGULAR SIZE	37	35	33	35	37	42
LONG SIZE	10	10	12	10	9	9
KING SIZE	48	50	49	50	50	42
NO DIFFERENCE (volunteered)	2	2	4	3	3	2
DON'T KNOW OR NO ANSWER	3	3	2	2	1	5

1001754298

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

43b. What type of package would you prefer, the soft pack or the box type package?

Asked of respondents
who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
HARD PACK	31	28	37
SOFT PACK	61	65	54
PARLIAMENT PACK (volunteered)	*	*	*
DON'T KNOW OR NO ANSWER	8	7	9

*Less than .5 per cent

1001754299

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

43b. What type of package would you prefer, the soft pack or the box type package?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose ages are:				
		18-20	21-24	25-34	35-49	50 and over
Number of respondents	2064 (100%)	119 (100%)	252 (100%)	583 (100%)	676 (100%)	429 (100%)
	%	%	%	%	%	%
HARD PACK	32	39	37	34	31	23
SOFT PACK	61	53	56	57	62	70
PARLIAMENT PACK (volunteered)	*	1	1	*	*	*
DON'T KNOW OR NO ANSWER	7	7	6	9	7	7

*Less than .5 per cent

1001754300

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

44. Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

Asked of cigarette smokers--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who are: Male	Female
Number of respondents	2064 (100%)	1304 (100%)	760 (100%)
	%	%	%
a. Filter-tip cigarettes are no safer than non-filters			
AGREE	48	50	44
DISAGREE	41	39	45
DON'T KNOW OR NO ANSWER	11	11	11
b. Filter-tip cigarettes use a special blend of tobaccos			
AGREE	26	26	27
DISAGREE	54	54	53
DON'T KNOW OR NO ANSWER	20	20	20
c. Cigarettes taste better through a filter			
AGREE	39	29	54
DISAGREE	54	63	40
DON'T KNOW OR NO ANSWER	7	8	6
d. Filter cigarettes cause you to smoke more			
AGREE	33	34	31
DISAGREE	51	48	56
DON'T KNOW OR NO ANSWER	16	18	13
e. They could make better filters than they do			
AGREE	51	54	47
DISAGREE	15	11	21
DON'T KNOW OR NO ANSWER	34	35	32
f. Cigarettes may be harmful, but I'm not going to worry about it			
AGREE	72	74	70
DISAGREE	22	20	24
DON'T KNOW OR NO ANSWER	6	6	6
g. As long as you are careful not to smoke too much, cigarettes won't do you any real harm			
AGREE	69	68	72
DISAGREE	21	22	17
DON'T KNOW OR NO ANSWER	10	10	11
h. Filter-tip cigarettes use a cheaper grade of tobaccos			
AGREE	23	26	19
DISAGREE	49	47	52
DON'T KNOW OR NO ANSWER	28	27	29

1001754301

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

44. Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

Asked of cigarette smokers--
41% of total sample

	Total cigarette smokers	Analyzed by Question 8: respondents whose daily consumption of cigarettes is: 6 or less	7-15	16-25	26-35	36 or more
Number of respondents	2064 (100%)	188 (100%)	466 (100%)	937 (100%)	266 (100%)	203 (100%)
	%	%	%	%	%	%
a. Filter-tip cigarettes are no safer than non-filters						
AGREE	48	45	44	49	47	54
DISAGREE	41	41	44	40	43	38
DON'T KNOW OR NO ANSWER	11	14	12	11	10	8
b. Filter-tip cigarettes use a special blend of tobaccos						
AGREE	26	26	24	27	29	27
DISAGREE	54	49	57	53	54	54
DON'T KNOW OR NO ANSWER	20	25	19	20	17	19
c. Cigarettes taste better through a filter						
AGREE	39	57	45	36	33	27
DISAGREE	54	32	47	58	60	66
DON'T KNOW OR NO ANSWER	7	11	8	6	7	7
d. Filter cigarettes cause you to smoke more						
AGREE	33	27	27	34	41	35
DISAGREE	51	55	58	49	45	49
DON'T KNOW OR NO ANSWER	16	18	15	17	14	16
e. They could make better filters than they do						
AGREE	51	45	50	54	48	55
DISAGREE	15	20	16	13	15	10
DON'T KNOW OR NO ANSWER	34	35	34	33	37	35
f. Cigarettes may be harmful, but I'm not going to worry about it						
AGREE	72	66	66	74	74	83
DISAGREE	22	22	27	20	24	15
DON'T KNOW OR NO ANSWER	6	12	7	6	2	2
g. As long as you are careful not to smoke too much, cigarettes won't do you any real harm						
AGREE	69	76	73	66	64	71
DISAGREE	21	13	18	22	25	22
DON'T KNOW OR NO ANSWER	10	11	9	12	11	7
h. Filter-tip cigarettes use a cheaper grade of tobaccos						
AGREE	23	15	20	25	28	27
DISAGREE	49	49	50	47	51	51
DON'T KNOW OR NO ANSWER	28	36	30	28	21	22

1001754302

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

44. Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

Asked of cigarette smokers--
41% of total sample

	Total cigarette smokers	Analyzed by respondents who smoke: A filter brand	A non-filter brand
Number of respondents	2064 (100%)	996 (100%)	1032 (100%)
	%	%	%
a. Filter-tip cigarettes are no safer than non-filters			
AGREE	48	37	59
DISAGREE	41	54	29
DON'T KNOW OR NO ANSWER	11	9	12
b. Filter-tip cigarettes use a special blend of tobaccos			
AGREE	26	28	25
DISAGREE	54	55	54
DON'T KNOW OR NO ANSWER	20	17	21
c. Cigarettes taste better through a filter			
AGREE	39	73	7
DISAGREE	54	22	86
DON'T KNOW OR NO ANSWER	7	5	7
d. Filter cigarettes cause you to smoke more			
AGREE	33	26	40
DISAGREE	51	65	37
DON'T KNOW OR NO ANSWER	16	9	23
e. They could make better filters than they do			
AGREE	51	54	49
DISAGREE	15	20	10
DON'T KNOW OR NO ANSWER	34	26	41
f. Cigarettes may be harmful, but I'm not going to worry about it			
AGREE	72	68	77
DISAGREE	22	27	17
DON'T KNOW OR NO ANSWER	6	5	6
g. As long as you are careful not to smoke too much, cigarettes won't do you any real harm			
AGREE	69	68	72
DISAGREE	21	22	19
DON'T KNOW OR NO ANSWER	10	10	9
h. Filter-tip cigarettes use a cheaper grade of tobaccos			
AGREE	23	18	29
DISAGREE	49	62	36
DON'T KNOW OR NO ANSWER	28	20	35

1001754303

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

44f. Do you agree or disagree with the statement cigarettes may be harmful, but I'm not going to worry about it?

Asked of respondents who smoke cigarettes--41% of total sample

	Total cigarette smokers	Analyzed by Question 44g: respondents who, regarding the statement that if you are careful not to smoke too much, cigarettes won't do you any real harm:		
		Agree	Disagree	Don't know
Number of respondents	2064 (100%)	1430 (100%)	421 (100%)	172 (100%)
	%	%	%	%
AGREE	72	81	54	60
DISAGREE	22	16	44	20
DON'T KNOW OR NO ANSWER	6	3	2	20

44h. Do you agree or disagree with the statement filter-tip cigarettes use a cheaper grade of tobacco?

	Total cigarette smokers	Analyzed by Question 44b: respondents who, regarding the statement that filter-tip cigarettes use a special blend of tobacco:		
		Agree	Disagree	Don't know
Number of respondents	2064 (100%)	539 (100%)	1114 (100%)	369 (100%)
	%	%	%	%
AGREE	23	42	20	9
DISAGREE	49	41	62	26
DON'T KNOW OR NO ANSWER	28	17	18	65

1001754304

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

45a. Changing the subject for a minute. How do you feel about the recession? Would you say it's about over, or that we have a long way to go?

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers	Analyzed by respondents whose economic level is: A or B	C	D
Number of respondents	2064 (100%)	460 (100%)	1176 (100%)	450 (100%)
	%	%	%	%
Recession is:				
ABOUT OVER	40	51	40	31
NOT OVER	42	35	42	50
DON'T KNOW OR NO ANSWER	18	14	18	19

	Total cigarette smokers	Analyzed by respondents who live in: New England	Middle Atlantic	East North Central	West North Central	Atlantic	East South Central	West South Central	Mountain	Pacific
Number of respondents	2064 (100%)	151 (100%)	424 (100%)	414 (100%)	177 (100%)	325 (100%)	156 (100%)	165 (100%)	71** (100%)	181 (100%)
	%	%	%	%	%	%	%	%	%	%
Recession is:										
ABOUT OVER	40	50	36	42	41	37	32	36	52	49
NOT OVER	42	36	48	42	42	39	46	48	30	36
DON'T KNOW OR NO ANSWER	18	14	16	16	17	24	22	16	18	15

**Percentages based on less than 100 cases are often unreliable.

1001754305

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

45b. Would you tell me which of the statements on this card applies to you? (Card shown respondent)

Asked of respondents who smoke cigarettes--
41% of total sample

	Total cigarette smokers
Number of respondents	2064 (100%)
	%
I OR SOMEONE IN MY IMMEDIATE FAMILY HAS BEEN OUT OF WORK AT SOME TIME DURING THIS PAST YEAR	18
WHILE NO ONE IN OUR FAMILY HAS BEEN OUT OF WORK DURING THE PAST YEAR, OUR FAMILY INCOME HAS BEEN LESS THAN IT WAS A YEAR AGO	14
OUR FAMILY INCOME WAS THE SAME THIS YEAR AS IT WAS A YEAR AGO	38
OUR FAMILY INCOME WAS HIGHER THIS YEAR THAN IT WAS A YEAR AGO	25
DON'T KNOW OR NO ANSWER	5

1001754306

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

46a. Now just a few questions for tabulating purposes--are you married or single?

	Total sample	Analyzed by respondents who are: Male	Female
Number of respondents	4992 (100%)	2504 (100%)	2488 (100%)
	%	%	%
MARRIED	81	81	79
SINGLE	10	14	7
WIDOWED OR DIVORCED	8	4	13
NO ANSWER	1	1	1

10017543O7

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

46a. Now just a few questions for tabulating

		Analyzed by					
	Total sample	Total	Philip Morris	Marlboro	L & M	Viceroy	Chesterfield
Number of respondents	4992 (100%)	2064 (100%)	66** (100%)	106 (100%)	110 (100%)	116 (100%)	118 (100%)
	%	%	%	%	%	%	%
MARRIED	81	84	77	75	89	81	91
SINGLE	10	11	12	19	7	10	8
WIDOWED OR DIVORCED	8	5	11	5	3	9	1
NO ANSWER	1	*	-	1	1	-	-

1001754308

*Less than

**Percentages based on less than

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

purposes--are you married or single?

Question 27: respondents who:

Smoke:							
Kent	Lucky Strike	Winston	Pall Mall	Camel	Other filter	Other non-filter	Do not smoke cigarettes
183 (100%)	194 (100%)	235 (100%)	249 (100%)	331 (100%)	246 (100%)	74** (100%)	2928 (100%)
%	%	%	%	%	%	%	%
85	78	85	84	86	83	81	79
9	18	11	12	9	12	11	9
6	4	4	4	5	5	8	11
-	-	-	-	*	-	-	1

.5 per cent
100 cases are often unreliable.

1001754309

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

46b. Does your (husband)

Asked of respondents who are

	Total asked this question	Analyzed by					
		Total	Philip Morris	Marlboro	Viceroy	L & M	Chesterfield
Number of respondents	4038 (100%)	1724 (100%)	51** (100%)	80** (100%)	94** (100%)	98** (100%)	107 (100%)
	%	%	%	%	%	%	%
YES	48	57	53	66	68	62	55
NO	52	43	47	33	32	37	45
DON'T KNOW OR NO ANSWER	*	*	-	1	-	1	-

*Less than

**Percentages based on less than

1001754310

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

wife) smoke?

married--81% of total sample

Question 27: respondents who:

Smoke: Lucky Strike	Kent	Winston	Pall Mall	Camel	Other filter	Other non-filter	Do not smoke cigarettes
152 (100%)	155 (100%)	199 (100%)	210 (100%)	284 (100%)	203 (100%)	60** (100%)	2314 (100%)
%	%	%	%	%	%	%	%
54	59	53	68	44	62	52	42
45	40	46	31	56	38	48	58
1	1	1	1	-	-	-	*

.5 per cent
100 cases are often unreliable.

1001754311

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

46b. Does your (husband, wife) smoke?

Asked of respondents
who are married--
81% of total sample

	Total asked this question	Analyzed by respondents who are: Male	Female
Number of respondents	4038 (100%)	2052 (100%)	1986 (100%)
	%	%	%
YES	48	31	65
NO	52	69	34
DON'T KNOW OR NO ANSWER	*	*	1

*Less than .5 per cent

10017543 12

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

1001754313

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

DISTRIBUTION OF

	Total sample	Analyzed by: Total	Philip Morris	Marlboro	L & M	Viceroy	Chesterfield
Number of respondents	4992 (100%)	2064 (100%)	66** (100%)	106 (100%)	110 (100%)	116 (100%)	118 (100%)
	%	%	%	%	%	%	%
Sex							
Male	50	63	67	60	49	42	79
Female	50	37	33	40	51	58	21
Age							
18 - 20	5	6	3	8	2	11	2
21 - 24	11	12	8	23	13	12	8
25 - 34	22	28	32	30	28	30	20
35 - 49	30	33	36	28	33	32	37
50 and over	32	21	21	11	23	15	32
Not recorded	*	*	-	-	1	-	1
Economic level							
A	3	3	-	6	3	5	2
B	20	19	20	23	24	16	24
C	56	55	61	52	55	56	50
D	20	22	19	18	15	20	21
Not recorded	1	1	-	1	3	3	3
Education							
No school	2	1	2	1	2	1	2
Grade school	30	25	13	16	22	23	35
High school	50	56	67	58	54	54	46
College	17	17	18	24	20	22	17
No answer	1	1	-	1	2	-	-
Race							
White	86	85	69	87	88	71	88
Negro	12	13	29	10	11	25	11
Not recorded	2	2	2	3	1	4	1
Geographic division							
New England	6	7	9	11	8	6	10
Middle Atlantic	20	20	21	34	20	11	32
East North Central	20	20	21	14	26	23	15
West North Central	9	9	5	9	8	7	5
South Atlantic	14	16	24	9	17	14	15
East South Central	8	8	9	4	1	10	6
West South Central	10	8	3	5	8	12	6
Mountain	3	3	-	3	3	8	2
Pacific	10	9	8	11	9	9	9

*Less than

**Percentages based on less than

1001251314

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

RESPONDENTS

respondents who: Smoke:	Kent	Lucky Strike	Winston	Pall Mall	Camel	Other filter	Other non-filter	Do not smoke cigarettes
	183 (100%)	194 (100%)	235 (100%)	249 (100%)	331 (100%)	246 (100%)	74** (100%)	2928 (100%)
	%	%	%	%	%	%	%	%
	46	78	59	57	84	51	69	41
	54	22	41	43	16	49	31	59
	6	11	8	7	2	5	3	4
	13	15	14	18	9	8	7	9
	32	32	30	29	25	27	22	18
	32	28	26	32	35	42	32	28
	17	13	22	14	29	18	36	41
	-	1	-	-	*	*	-	*
	9	2	3	*	2	5	1	3
	29	15	20	12	16	22	22	20
	53	55	55	51	54	56	58	57
	8	27	19	35	27	16	19	19
	1	1	3	2	1	1	-	1
	-	1	2	1	3	*	-	2
	10	29	21	27	40	20	24	33
	57	57	66	60	47	60	57	46
	32	13	11	11	9	20	19	17
	1	-	-	1	1	*	-	2
	95	88	85	79	83	90	95	87
	5	11	12	19	14	10	5	11
	-	1	3	2	3	*	-	2
	9	8	4	7	6	8	8	6
	25	22	12	22	15	24	16	20
	25	16	17	23	19	19	30	20
	7	12	16	5	8	8	10	9
	8	19	21	15	17	14	10	13
	2	7	9	9	16	4	1	8
	8	6	11	8	9	8	5	11
	3	1	4	2	4	6	1	3
	13	9	6	9	6	9	19	10

.5 per cent
100 cases are often unreliable.

1001754315

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

DISTRIBUTION OF

	Total sample	Analyzed by: Total	Philip Morris	Marlboro	L & M	Viceroy	Chesterfield
Number of respondents	4992 (100%)	2064 (100%)	66** (100%)	106 (100%)	110 (100%)	116 (100%)	118 (100%)
	%	%	%	%	%	%	%
Size of Place							
Over 1,000,000	12	13	18	25	17	20	16
250,000 to 1,000,000	12	12	9	10	10	13	9
100,000 to 250,000	6	7	14	7	3	9	3
25,000 to 100,000	11	12	9	16	15	9	11
2,500 to 25,000	18	19	18	12	15	16	20
Towns under 2,500	12	10	6	13	14	10	10
Open country	29	27	26	17	26	23	31
Occupation of head of household							
Top management, top talent, and major professional	2	2	-	4	-	4	1
Administrative, salaried professional, executive	8	8	9	10	11	12	6
Owner--small retail store or business	7	7	9	7	9	6	8
Technicians, minor administrative, and low supervisory	11	14	15	12	21	11	15
White collar, clerical (non-supervisory)	7	7	7	11	3	12	8
Skilled worker (trades, training required)	26	31	27	23	29	23	23
Worker (no training required)	22	21	20	28	16	23	27
Retired	9	5	5	2	6	3	7
Unemployed	2	3	5	1	3	4	3
Student	1	*	-	1	-	-	-
Housewife	4	2	3	1	1	2	1
No answer	1	*	-	-	1	-	1

1001754316

*Less than

**Percentages based on less than

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

RESPONDENTS

respondents who:

Smoke: Kent	Lucky Strike	Winston	Pall Mall	Camel	Other filter	Other non-filter	Do not smoke cigarettes
183 (100%)	194 (100%)	235 (100%)	249 (100%)	331 (100%)	246 (100%)	74** (100%)	2928 (100%)
%	%	%	%	%	%	%	%
17	13	5	14	9	13	16	11
8	12	13	13	13	14	14	12
4	8	4	11	7	9	7	6
19	12	10	13	9	13	12	10
25	17	23	17	18	20	14	18
10	11	10	9	12	11	7	12
17	27	35	23	32	20	30	31
5	3	1	1	1	2	4	2
15	6	7	3	5	9	8	8
11	7	10	5	5	7	3	8
20	13	13	14	9	16	18	9
5	5	9	6	3	10	4	6
23	34	29	39	38	31	30	23
11	26	19	22	26	17	23	23
5	1	5	3	5	4	8	12
2	3	2	4	5	2	-	2
1	1	-	1	*	-	-	1
1	1	3	2	2	2	1	5
1	-	2	*	1	-	1	1

.5 per cent
100 cases are often unreliable.

1001754317

Source: https://www.industrydocuments.ucsf.edu/docs/nrhk0000

1001754318